# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 7, 1982

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 29.2 | 23,800 |
| 2 | 60 MINUTES | 27.3 | 22,250 |
| 3 | JEFFERSONS# | 24.0 | 19,560 |
| 4 | THREE'S COMPANY | 23.4 | 19,070 |
| 5 | LOVE BOAT | 23.3 | 18,990 |
| 6 | ARCHIE BUNKER'S PLACE | 23.0 | 18,750 |
| 6 | TV'S CENSORED BLOOPERS #3(S) | 23.0 | 18,750 |
| 8 | TOO CLOSE FOR COMFORT | 22.9 | 18,660 |
| 9 | ABC THEATRE(S) | 22.8 | 18,580 |
| 9 | LITTLE HOUSE-PRAIRIE | 22.8 | 18,580 |
| 11 | ALICE# | 22.7 | 18,500 |
| 12 | DUKES OF HAZZARD | 22.3 | 18,170 |
| 13 | FALCON CREST# | 22.2 | 18,090 |
| 14 | ONE DAY AT A TIME# | 22.0 | 17,930 |
| 15 | MAGNUM, P.I. | 21.7 | 17,690 |
| 16 | HART TO HART | 21.6 | 17,600 |
| 17 | M*A*S*H | 21.5 | 17,520 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 18.7 | 40,430 |
| 2 | 60 MINUTES | 17.0 | 36,650 |
| 3 | DUKES OF HAZZARD | 16.7 | 36,100 |
| 4 | LITTLE HOUSE-PRAIRIE | 16.4 | 35,390 |
| 5 | THREE'S COMPANY | 16.1 | 34,770 |
| 6 | JEFFERSONS# | 16.0 | 34,470 |
| 7 | LOVE BOAT | 15.9 | 34,270 |
| 8 | TOO CLOSE FOR COMFORT | 15.3 | 32,930 |
| 9 | ARCHIE BUNKER'S PLACE | 15.1 | 32,620 |
| 10 | ONE DAY AT A TIME# | 15.0 | 32,440 |
| 11 | HAPPY DAYS | 15.0 | 32,400 |
| 12 | ABC SUNDAY NIGHT MOVIE | 14.9 | 32,030 |
| 12 | TV'S CENSORED BLOOPERS #3(S) | 14.9 | 32,030 |
| 14 | ALICE# | 14.7 | 31,770 |
| 15 | REAL PEOPLE | 14.7 | 31,690 |
| 16 | M*A*S*H | 14.6 | 31,440 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 25.6 | 21,670 |
| 2 | JEFFERSONS# | 22.9 | 19,430 |
| 3 | ABC THEATRE(S) | 21.0 | 17,750 |
| 4 | TRAPPER JOHN, M.D.# | 20.9 | 17,710 |
| 5 | ALICE# | 20.8 | 17,620 |
| 6 | NBC MONDAY NIGHT MOVIES# | 20.6 | 17,470 |
| 7 | 60 MINUTES | 20.6 | 17,430 |
| 8 | LITTLE HOUSE-PRAIRIE | 20.6 | 17,410 |
| 9 | DYNASTY | 19.9 | 16,900 |
| 10 | TV'S CENSORED BLOOPERS #3(S) | 19.7 | 16,680 |
| 11 | FALCON CREST# | 19.4 | 16,430 |
| 12 | HART TO HART | 18.8 | 15,920 |
| 13 | LOVE BOAT | 18.7 | 15,850 |
| 14 | ONE DAY AT A TIME# | 18.7 | 15,810 |
| 15 | TOO CLOSE FOR COMFORT | 18.6 | 15,720 |
| 16 | THREE'S COMPANY | 18.4 | 15,550 |
| 17 | ARCHIE BUNKER'S PLACE | 18.1 | 15,350 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 20.8 | 15,840 |
| 2 | ABC SUNDAY NIGHT MOVIE | 18.0 | 13,720 |
| 3 | DALLAS | 16.9 | 12,850 |
| 4 | M*A*S*H | 15.3 | 11,640 |
| 5 | TV'S CENSORED BLOOPERS #3(S) | 15.2 | 11,580 |
| 6 | HILL STREET BLUES | 15.1 | 11,520 |
| 7 | ARCHIE BUNKER'S PLACE | 15.1 | 11,480 |
| 8 | MUGGABLE MARY-STREET COP(S) | 15.0 | 11,450 |
| 9 | FALL GUY | 14.7 | 11,210 |
| 10 | REAL PEOPLE | 14.7 | 11,160 |
| 11 | DUKES OF HAZZARD | 14.4 | 10,930 |
| 12 | BOB HOPE'S WOMEN I LOVE(S) | 13.9 | 10,590 |
| 13 | THREE'S COMPANY | 13.8 | 10,510 |
| 14 | JEFFERSONS# | 13.7 | 10,410 |
| 15 | TOO CLOSE FOR COMFORT | 13.6 | 10,370 |
| 16 | HART TO HART | 13.6 | 10,340 |
| 17 | TODAY'S FBI | 13.6 | 10,320 |
| 18 | ONE DAY AT A TIME# | 13.5 | 10,260 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 7, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | ABC THEATRE(S) | 21.8 | 11,580 |
| 2 | DALLAS | 20.3 | 10,790 |
| 3 | DYNASTY | 19.5 | 10,390 |
| 4 | HART TO HART | 19.2 | 10,200 |
| 5 | TOO CLOSE FOR COMFORT | 18.6 | 9,880 |
| 6 | JEFFERSONS# | 18.3 | 9,740 |
| 7 | THREE'S COMPANY | 18.0 | 9,590 |
| 8 | TRAPPER JOHN, M.D.# | 17.2 | 9,150 |
| 9 | TV'S CENSORED BLOOPERS #3(S) | 17.2 | 9,140 |
| 10 | ALICE# | 16.5 | 8,790 |
| 11 | ABC SUNDAY NIGHT MOVIE | 16.4 | 8,730 |
| 12 | NBC MONDAY NIGHT MOVIES# | 16.4 | 8,700 |
| 13 | LITTLE HOUSE-PRAIRIE | 16.2 | 8,610 |
| 14 | HAPPY DAYS | 16.0 | 8,530 |
| 15 | LAVERNE & SHIRLEY | 15.9 | 8,460 |
| 16 | LOVE BOAT | 15.8 | 8,410 |
| 17 | ONE DAY AT A TIME# | 15.2 | 8,080 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 36.3 | 9,400 |
| 2 | JEFFERSONS# | 33.4 | 8,640 |
| 3 | 60 MINUTES | 31.9 | 8,260 |
| 4 | NBC MONDAY NIGHT MOVIES# | 31.1 | 8,040 |
| 5 | ALICE# | 30.2 | 7,800 |
| 6 | TRAPPER JOHN, M.D.# | 29.5 | 7,640 |
| 7 | LITTLE HOUSE-PRAIRIE | 29.5 | 7,620 |
| 8 | FATHER MURPHY | 28.2 | 7,290 |
| 9 | FALCON CREST# | 26.1 | 6,740 |
| 10 | REAL PEOPLE | 25.6 | 6,620 |
| 11 | ONE DAY AT A TIME# | 25.6 | 6,610 |
| 12 | LOVE BOAT | 25.4 | 6,560 |
| 13 | ARCHIE BUNKER'S PLACE | 25.2 | 6,530 |
| 14 | MAGNUM, P.I. | 25.0 | 6,460 |
| 15 | TV'S CENSORED BLOOPERS #3(S) | 24.8 | 6,410 |
| 16 | ROY ACUFF-KING-CNTRY MUS.(S) | 23.9 | 6,170 |
| 17 | BOB HOPE'S WOMEN I LOVE(S) | 22.8 | 5,910 |
| 18 | MUGGABLE MARY-STREET COP(S) | 22.8 | 5,890 |
| 19 | LYNDA CARTER:STREET LIFE(S) | 22.7 | 5,880 |
| 20 | KNOTS LANDING# | 21.8 | 5,630 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | ABC SUNDAY NIGHT MOVIE | 20.6 | 10,520 |
| 2 | HILL STREET BLUES | 17.4 | 8,890 |
| 3 | 60 MINUTES | 16.1 | 8,210 |
| 4 | M*A*S*H | 15.7 | 8,020 |
| 5 | THREE'S COMPANY | 14.3 | 7,290 |
| 6 | TOO CLOSE FOR COMFORT | 14.2 | 7,230 |
| 7 | FALL GUY | 14.1 | 7,210 |
| 8 | POLICE SQUAD# | 14.1 | 7,180 |
| 9 | TV'S CENSORED BLOOPERS #3(S) | 13.9 | 7,100 |
| 10 | HART TO HART | 13.8 | 7,040 |
| 11 | DALLAS | 13.1 | 6,660 |
| 12 | GREATEST AMERICAN HERO | 12.9 | 6,560 |
| 13 | IVANHOE(S) | 12.8 | 6,520 |
| 14 | HAPPY DAYS | 12.7 | 6,470 |
| 15 | LAVERNE & SHIRLEY | 12.7 | 6,460 |
| 16 | TODAY'S FBI | 12.6 | 6,430 |
| 17 | ARCHIE BUNKER'S PLACE | 12.4 | 6,320 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 31.0 | 6,150 |
| 2 | DALLAS | 27.0 | 5,350 |
| 3 | MUGGABLE MARY-STREET COP(S) | 24.2 | 4,790 |
| 4 | REAL PEOPLE | 24.0 | 4,750 |
| 5 | BRET MAVERICK | 23.3 | 4,610 |
| 6 | JEFFERSONS# | 23.0 | 4,560 |
| 7 | FATHER MURPHY | 22.1 | 4,390 |
| 8 | MAGNUM, P.I. | 21.8 | 4,320 |
| 9 | BOB HOPE'S WOMEN I LOVE(S) | 21.5 | 4,260 |
| 10 | ALICE# | 21.2 | 4,210 |
| 10 | ARCHIE BUNKER'S PLACE | 21.2 | 4,210 |
| 12 | NBC MONDAY NIGHT MOVIES# | 20.8 | 4,130 |
| 13 | ROY ACUFF-KING-CNTRY MUS.(S) | 20.7 | 4,100 |
| 14 | ONE DAY AT A TIME# | 20.6 | 4,080 |
| 15 | DUKES OF HAZZARD | 20.4 | 4,050 |
| 16 | LITTLE HOUSE-PRAIRIE | 20.1 | 3,990 |
| 17 | HARPER VALLEY# | 19.6 | 3,880 |
| 18 | TRAPPER JOHN, M.D.# | 18.9 | 3,740 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

•EVENING

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | NO. OF STATIONS & PROGRAM COVERAGE WK 2 | KEY | HOUSEHOLD AVG. AUD. % | HOUSEHOLD SHARE % | HOUSEHOLD AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS (12-17) FEM. | CHILDREN (2-11) TOTAL | CHILDREN (2-11) 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC MONDAY NIGHT MOVIE | | | | | | | 5 | 196 | | A | 16.2 | 24 | 1320 | 1455 | 784 | 308 | 806 | 327 | 531 | 479 | 406 | 233 | 511 | 191 | 331 | 268 | 262 | 167^ | 60^ | 56^ | 78^ | 39v |
| | 1 | MON. | 9.00P | 120 | ABC | FF | | 99 | | B | 24.3 | 36 | 1980 | 1830 | 723 | 317 | 798 | 352 | 560 | 483 | 369 | 181 | 610 | 277 | 434 | 375 | 274 | 138 | 163 | 77 | 259 | 168 |
| | | | 9.00 - 9.30 | | | | | | | A | 14.6 | 21 | 1190 | 1463 | 733 | 258 | 744 | 300 | 475 | 439 | 376 | 225 | 493 | 177^ | 290 | 234 | 259 | 185^ | 71^ | 71^ | 155^ | 86^ |
| | | | 9.30 - 10.00 | | | | | | | A | 16.1 | 23 | 1312 | 1536 | 796 | 293 | 814 | 338 | 543 | 496 | 407 | 232 | 528 | 196 | 342 | 283 | 280 | 173^ | 73^ | 57^ | 121^ | 64^ |
| | | | 10.00 - 10.30 | | | | | | | A | 17.5 | 26 | 1426 | 1424 | 812 | 349 | 830 | 343 | 560 | 504 | 413 | 229 | 519 | 190 | 342 | 278 | 265 | 167 | 53^ | 53^ | 22v | LT |
| | | | 10.30 - 11.00 | | | | | | | A | 16.6 | 26 | 1353 | 1389 | 789 | 319 | 827 | 324 | 537 | 472 | 425 | 243 | 498 | 193 | 336 | 268 | 243 | 150^ | 39v | 39v | 25v | 13v |
| ABC NEWSBRIEF-M-F | | | | | | | 110 | 191 | 190 | A | 16.9 | 26 | 1377 | 1649 | 720 | 288 | 785 | 313 | 490 | 431 | 353 | 229 | 576 | 236 | 366 | 327 | 267 | 162 | 162 | 78 | 126 | 97 |
| | | MON. | 9.59P | 1 | ABC | N | | 97 | 98 | B | 18.0 | 28 | 1467 | 1755 | 702 | 301 | 768 | 305 | 489 | 420 | 348 | 224 | 635 | 265 | 418 | 366 | 286 | 172 | 166 | 78 | 186 | 131 |
| | 1 | TU-TH | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | FRI. | 9.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 | TU-F | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | | | | | | | 22 | 195 | 195 | A | 23.6 | 40 | 1923 | 1835 | 753 | 344 | 850 | 285 | 468 | 406 | 365 | 328 | 459 | 176 | 259 | 255 | 200 | 160 | 213 | 134 | 313 | 218 |
| | 1 | SAT. | 10.09P | 1 | ABC | N | | 98 | 98 | B | 19.7 | 33 | 1606 | 1865 | 761 | 332 | 860 | 319 | 509 | 427 | 369 | 297 | 541 | 224 | 341 | 292 | 225 | 174 | 198 | 118 | 266 | 205 |
| | 2 | SAT. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | | | | | | | 22 | 194 | 192 | A | 20.8 | 32 | 1695 | 1963 | 646 | 300 | 706 | 341 | 543 | 502 | 328 | 98 | 839 | 389 | 634 | 583 | 398 | 138 | 205 | 99 | 213 | 131 |
| | 1 | SUN. | 10.01P | 1 | ABC | N | | 98 | 98 | B | 18.6 | 28 | 1516 | 1899 | 687 | 295 | 742 | 321 | 533 | 471 | 351 | 152 | 820 | 376 | 602 | 545 | 381 | 158 | 176 | 73 | 161 | 113 |
| | 2 | SUN. | 10.00P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SAT | | | | | | | 22 | 186 | 192 | A | 18.3 | 29 | 1491 | 1764 | 608 | 263 | 735 | 273 | 404 | 323 | 283 | 299 | 467 | 175 | 280 | 256 | 213 | 155 | 308 | 177 | 254 | 172 |
| | 1 | SAT. | 8.58P | 1 | ABC | SN | | 96 | 97 | B | 16.3 | 27 | 1328 | 1797 | 723 | 305 | 818 | 295 | 464 | 368 | 340 | 306 | 532 | 207 | 316 | 274 | 228 | 182 | 178 | 108 | 269 | 194 |
| | 2 | SAT. | 8.54P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC SPORTS UPDATE-SUN | | | | | | | 22 | 194 | 193 | A | 16.0 | 24 | 1304 | 1936 | 751 | 354 | 780 | 260 | 451 | 420 | 435 | 257 | 753 | 252 | 474 | 464 | 435 | 215 | 171 | 39^ | 232 | 168 |
| | 1 | SUN. | 8.29P | 2 | ABC | SN | | 99 | 98 | B | 14.8 | 22 | 1206 | 1990 | 684 | 322 | 762 | 265 | 474 | 435 | 378 | 229 | 738 | 290 | 481 | 434 | 374 | 195 | 178 | 76 | 312 | 208 |
| | 2 | SUN. | 8.30P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | | | | | | | 18 | 201 | 201 | A | 20.2 | 32 | 1646 | 1946 | 642 | 315 | 703 | 313 | 531 | 479 | 349 | 115 | 833 | 374 | 639 | 578 | 397 | 140 | 206 | 88 | 204 | 130 |
| | 1 | SUN. | 9.00P | 161 | ABC | FF | | 99 | 99 | B | 20.8 | 32 | 1695 | 1937 | 704 | 310 | 767 | 323 | 554 | 486 | 372 | 157 | 798 | 378 | 605 | 529 | 360 | 143 | 190 | 84 | 182 | 127 |
| | 2 | SUN. | 9.00P | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 9.00 - 9.30 | | | | | | | A | 19.7 | 29 | 1606 | 2055 | 667 | 326 | 725 | 312 | 534 | 491 | 364 | 127 | 859 | 380 | 658 | 604 | 414 | 150 | 202 | 89 | 269 | 178 |
| | | | 9.30 - 10.00 | | | | | | | A | 20.5 | 30 | 1671 | 2077 | 651 | 305 | 706 | 316 | 536 | 494 | 347 | 110 | 853 | 386 | 666 | 623 | 409 | 122 | 242 | 121 | 276 | 164 |
| | | | 10.00 - 10.30 | | | | | | | A | 21.1 | 32 | 1720 | 1933 | 630 | 314 | 696 | 315 | 530 | 483 | 342 | 106 | 827 | 367 | 628 | 566 | 404 | 137 | 209 | 95 | 201 | 123 |
| | | | 10.30 - 11.00 | | | | | | | A | 20.9 | 34 | 1703 | 1896 | 636 | 303 | 705 | 318 | 533 | 489 | 347 | 112 | 836 | 373 | 620 | 555 | 396 | 158 | 206 | 86 | 149 | 100 |
| | | | 11.00 - 11.30 | | | | | | | A | 18.9 | 38 | 1540 | 1734 | 631 | 347 | 680 | 309 | 527 | 416 | 331 | 118^ | 801 | 375 | 636 | 531 | 353 | 135^ | 165 | 35v | 88^ | 71^ |
| ABC THEATRE(S) | | | | | | | | | 200 | A | 22.8 | 35 | 1858 | 1589 | 861 | 298 | 955 | 390 | 623 | 526 | 405 | 257 | 492 | 203 | 319 | 279 | 240 | 116^ | 101^ | 62^ | 41^ | 36^ |
| | 2 | MON. | 9.00P | 120 | ABC | GD | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 9.00 - 9.30 | | | | | | | A | 21.1 | 30 | 1720 | 1554 | 857 | 317 | 958 | 390 | 612 | 513 | 404 | 270 | 441 | 151 | 272 | 263 | 233 | 122^ | 93^ | 49^ | 62^ | 54^ |
| | | | 9.30 - 10.00 | | | | | | | A | 22.1 | 32 | 1801 | 1598 | 878 | 318 | 980 | 408 | 649 | 540 | 418 | 256 | 464 | 176 | 291 | 272 | 236 | 117^ | 99^ | 50^ | 55^ | 55^ |
| | | | 10.00 - 10.30 | | | | | | | A | 24.2 | 38 | 1972 | 1583 | 833 | 275 | 923 | 386 | 610 | 516 | 380 | 244 | 525 | 233 | 347 | 288 | 248 | 114^ | 105^ | 70^ | 30v | 30v |
| | | | 10.30 - 11.00 | | | | | | | A | 24.0 | 40 | 1956 | 1599 | 870 | 284 | 953 | 372 | 615 | 529 | 415 | 259 | 528 | 241 | 353 | 292 | 242 | 111^ | 103^ | 79^ | 15v | 9v |
| ABC WORLD NEWS TONIGHT | | | | | | | 109 | 204 | 204 | A | 12.5 | 21 | 1019 | 1453 | 663 | 182 | 723 | 149 | 290 | 286 | 372 | 381 | 603 | 133 | 267 | 282 | 351 | 278 | 61 | 35^ | 66 | 43^ |
| | | M-F | 6.30P | 30 | ABC | N | | 99 | 99 | B | 13.0 | 22 | 1060 | 1530 | 701 | 232 | 739 | 163 | 327 | 325 | 392 | 352 | 630 | 157 | 295 | 294 | 341 | 275 | 59 | 33 | 102 | 59 |
| ABC WRLD NEWS TONIGHT-SUN | | | | | | | 19 | 159 | 157 | A | 9.4 | 18 | 766 | 1702 | 685 | 196 | 709 | 117^ | 325 | 326 | 373 | 337 | 666 | 142^ | 351 | 330 | 383 | 274 | 188 | 120^ | 139^ | 100^ |
| | | SUN. | 6.30P | 30 | ABC | N | | 87 | 86 | B | 8.1 | 14 | 660 | 1641 | 719 | 245 | 778 | 146 | 330 | 327 | 381 | 392 | 666 | 185 | 335 | 312 | 325 | 282 | 81 | 43 | 116 | 67 |
| ALICE | | | | | | | 16 | | 194 | A | 22.7 | 33 | 1850 | 1717 | 851 | 359 | 953 | 283 | 476 | 409 | 436 | 422 | 503 | 137 | 240 | 235 | 253 | 227 | 83^ | 52^ | 178 | 127^ |
| | 2 | SUN. | 9.00P | 30 | CBS | CS | | | 99 | B | 22.5 | 33 | 1834 | 1730 | 772 | 317 | 867 | 267 | 433 | 386 | 375 | 368 | 560 | 173 | 290 | 282 | 254 | 230 | 127 | 71 | 176 | 133 |
| ARCHIE BUNKER'S PLACE | | | | | | | 17 | 196 | 191 | A | 23.0 | 34 | 1875 | 1740 | 759 | 336 | 820 | 223 | 401 | 395 | 390 | 348 | 613 | 188 | 338 | 328 | 301 | 225 | 118 | 75 | 189 | 142 |
| | 1 | SUN. | 8.00P | 60 | CBS | CS | | 99 | 99 | B | 21.8 | 32 | 1777 | 1688 | 735 | 288 | 815 | 222 | 364 | 341 | 357 | 382 | 601 | 177 | 290 | 284 | 276 | 268 | 107 | 60 | 165 | 123 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ARCHIE BUNKER'S PL-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 22.6 | 34 | 1842 | 1751 | 767 | 332 | 826 | 217 | 394 | 389 | 399 | 359 | 619 | 185 | 334 | 331 | 308 | 234 | 124 | 78 | 182 | 138 |
| 8.30 - 9.00 | | | | A | 23.8 | 35 | 1940 | 1718 | 736 | 343 | 800 | 226 | 409 | 406 | 373 | 326 | 598 | 189 | 340 | 327 | 292 | 206 | 118^ | 73^ | 202 | 151 |
| BARBARA MANDRELL | 6 | 200 | | A | 14.8 | 25 | 1206 | 1766 | 758 | 169^ | 929 | 248 | 447 | 418 | 408 | 408 | 699 | 171^ | 346 | 357 | 366 | 284 | 55^ | 9v | 83^ | 49v |
| 1 SAT. 9.00P 60 NBC GV | | 98 | | B | 14.9 | 24 | 1214 | 1800 | 763 | 249 | 878 | 223 | 405 | 384 | 436 | 390 | 654 | 157 | 296 | 320 | 347 | 285 | 85 | 42 | 183 | 120 |
| 9.00 - 9.30 | | | | A | 15.0 | 25 | 1223 | 1764 | 776 | 177^ | 948 | 258 | 454 | 417 | 416 | 411 | 683 | 153^ | 317 | 342 | 364 | 293 | 51^ | LT | 82^ | 51^ |
| 9.30 - 10.00 | | | | A | 14.7 | 25 | 1198 | 1745 | 730 | 159^ | 899 | 232 | 431 | 417 | 396 | 400 | 704 | 186^ | 369 | 365 | 363 | 273 | 60^ | 18v | 82^ | 48v |
| BARNEY MILLER | 17 | 203 | 204 | A | 16.0 | 24 | 1304 | 1659 | 723 | 324 | 765 | 324 | 471 | 400 | 303 | 240 | 686 | 304 | 480 | 400 | 287 | 178 | 121 | 50^ | 87^ | 61^ |
| THU. 9.00P 30 ABC CS | | 99 | 99 | B | 16.2 | 25 | 1320 | 1679 | 699 | 314 | 757 | 316 | 479 | 398 | 331 | 226 | 667 | 294 | 443 | 401 | 289 | 182 | 120 | 49 | 135 | 94 |
| BENSON | 14 | 195 | 186 | A | 14.9 | 25 | 1214 | 1676 | 792 | 301 | 855 | 277 | 461 | 404 | 364 | 335 | 478 | 146 | 268 | 265 | 248 | 163 | 178 | 104 | 165 | 105 |
| FRI. 8.00P 30 ABC CS | | 98 | 95 | B | 15.7 | 26 | 1280 | 1723 | 745 | 303 | 820 | 275 | 456 | 403 | 355 | 309 | 541 | 190 | 331 | 305 | 263 | 170 | 147 | 87 | 215 | 151 |
| BEST OF THE WEST | 3 | 191 | | A | 10.3 | 17 | 839 | 1720 | 670 | 162^ | 701 | 141^ | 357 | 397 | 407 | 268^ | 585 | 98^ | 316 | 385 | 409 | 200^ | 268^ | 73^ | 166^ | 166^ |
| 1 FRI. 9.00P 30 ABC CS | | 98 | | B | 9.0 | 15 | 734 | 1789 | 673 | 229 | 707 | 211 | 395 | 402 | 365 | 251 | 594 | 213 | 372 | 396 | 302 | 166 | 213 | 81 | 275 | 209 |
| BILLY CRYSTAL COMEDY HOUR | 5 | 192 | | A | 7.5 | 14 | 611 | 1609 | 657 | 170^ | 709 | 204^ | 371^ | 422 | 378^ | 236^ | 674 | 326^ | 465 | 431 | 267^ | 184^ | 98v | 38v | 128^ | 90v |
| 1 SAT. 10.00P 60 NBC CV | | 97 | | B | 9.5 | 17 | 774 | 1617 | 701 | 306 | 779 | 256 | 425 | 397 | 363 | 282 | 615 | 235 | 374 | 350 | 276 | 202 | 125 | 57 | 98 | 77 |
| 10.00 - 10.30 | | | | A | 7.8 | 14 | 636 | 1585 | 645 | 170^ | 722 | 222^ | 370^ | 399 | 359^ | 254^ | 661 | 297^ | 433 | 404 | 280^ | 196^ | 88v | 27v | 114^ | 79v |
| 10.30 - 11.00 | | | | A | 7.1 | 13 | 579 | 1637 | 677 | 176^ | 701 | 187^ | 377^ | 447 | 401^ | 219^ | 692 | 363^ | 501 | 465 | 252^ | 170^ | 102v | 46v | 142^ | 101v |
| BOB HOPE'S WOMEN I LOVE(S) | | 207 | | A | 20.3 | 30 | 1654 | 1772 | 771 | 251 | 840 | 236 | 427 | 395 | 363 | 356 | 640 | 174 | 331 | 321 | 308 | 257 | 151 | 89^ | 141^ | 95^ |
| 1 SUN. 8.00P 120 NBC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 18.3 | 28 | 1491 | 1914 | 774 | 287 | 871 | 266 | 451 | 394 | 344 | 364 | 685 | 193 | 371 | 361 | 333 | 255 | 150^ | 85^ | 208 | 145^ |
| 8.30 - 9.00 | | | | A | 19.1 | 28 | 1557 | 1836 | 775 | 283 | 859 | 253 | 443 | 397 | 346 | 361 | 650 | 176 | 341 | 327 | 312 | 255 | 155 | 83^ | 172 | 111^ |
| 9.00 - 9.30 | | | | A | 20.9 | 31 | 1703 | 1727 | 773 | 216 | 824 | 211 | 410 | 396 | 382 | 357 | 638 | 170 | 325 | 312 | 309 | 265 | 152 | 102^ | 113^ | 81^ |
| 9.30 - 10.00 | | | | A | 22.7 | 33 | 1850 | 1657 | 776 | 230 | 822 | 219 | 414 | 393 | 381 | 351 | 603 | 159 | 300 | 295 | 287 | 255 | 146 | 85^ | 86^ | 53^ |
| BOSOM BUDDIES | 4 | | 201 | A | 14.6 | 22 | 1190 | 2037 | 673 | 280 | 676 | 254 | 448 | 440 | 328 | 179^ | 654 | 341 | 506 | 440 | 258 | 114^ | 259 | 129^ | 448 | 319 |
| 2 THU. 8.30P 30 ABC CS | | | 99 | B | 13.4 | 20 | 1092 | 1901 | 660 | 312 | 720 | 348 | 498 | 405 | 277 | 178 | 600 | 313 | 463 | 398 | 238 | 100 | 201 | 92 | 380 | 254 |
| BRET MAVERICK | 11 | 206 | 201 | A | 17.2 | 26 | 1402 | 1652 | 692 | 194 | 742 | 153 | 330 | 337 | 362 | 357 | 717 | 174 | 324 | 332 | 351 | 329 | 58^ | 37^ | 135 | 104 |
| TUE. 9.00P 60 NBC EW | | 99 | 96 | B | 18.7 | 28 | 1524 | 1687 | 688 | 213 | 734 | 193 | 353 | 350 | 350 | 320 | 738 | 242 | 390 | 362 | 330 | 296 | 81 | 34 | 134 | 89 |
| 9.00 - 9.30 | | | | A | 16.9 | 25 | 1377 | 1674 | 710 | 205 | 762 | 156 | 338 | 343 | 372 | 367 | 715 | 162 | 313 | 321 | 354 | 332 | 57^ | 37^ | 140 | 107 |
| 9.30 - 10.00 | | | | A | 17.5 | 27 | 1426 | 1625 | 671 | 183 | 723 | 153 | 323 | 328 | 352 | 348 | 720 | 185 | 335 | 341 | 350 | 325 | 54^ | 33^ | 128 | 97 |
| CBS EVENING NEWS-RATHER | 109 | 195 | 194 | A | 13.7 | 23 | 1117 | 1433 | 645 | 206 | 723 | 137 | 286 | 291 | 353 | 375 | 572 | 119 | 256 | 276 | 304 | 270 | 60 | 31^ | 78 | 44^ |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 14.1 | 24 | 1149 | 1520 | 679 | 191 | 748 | 148 | 289 | 304 | 351 | 393 | 608 | 155 | 282 | 292 | 296 | 271 | 72 | 35 | 92 | 54 |
| CBS EVENING NEWS-DEAN | 10 | 175 | 167 | A | 9.9 | 19 | 807 | 1569 | 591 | 209 | 651 | 100^ | 248 | 267 | 322 | 337 | 712 | 177 | 353 | 365 | 358 | 308 | 70^ | 29v | 136^ | 84^ |
| SUN. 6.30P 30 CBS N | | 91 | 90 | B | 9.5 | 17 | 774 | 1555 | 655 | 203 | 715 | 129 | 253 | 273 | 330 | 396 | 670 | 162 | 308 | 319 | 328 | 312 | 69 | 24 | 101 | 66 |
| CBS SAT. NEWS-SCHIEFFER | 22 | 147 | 148 | A | 10.1 | 19 | 823 | 1690 | 781 | 216 | 862 | 142^ | 293 | 311 | 414 | 500 | 681 | 120^ | 306 | 321 | 404 | 320 | 43^ | 22v | 104^ | 59^ |
| SAT. 6.30P 30 CBS N | | 86 | 86 | B | 10.5 | 19 | 856 | 1567 | 726 | 179 | 791 | 120 | 255 | 278 | 367 | 473 | 619 | 134 | 270 | 268 | 308 | 304 | 60 | 26 | 97 | 53 |
| CBS SAT. NIGHT MOVIE | 17 | 188 | 176 | A | 12.4 | 21 | 1011 | 1800 | 672 | 269 | 709 | 228 | 421 | 394 | 355 | 234 | 659 | 209 | 396 | 405 | 375 | 187 | 182 | 53^ | 250 | 187 |
| SAT. 9.00P 120 CBS FF | | 98 | 96 | B | 16.9 | 29 | 1377 | 1921 | 734 | 288 | 809 | 309 | 515 | 463 | 381 | 233 | 686 | 259 | 451 | 438 | 356 | 171 | 156 | 62 | 270 | 197 |
| 9.00 - 9.30 | | | | A | 12.1 | 20 | 986 | 1838 | 683 | 251 | 709 | 233 | 406 | 378 | 333 | 250 | 636 | 206 | 377 | 379 | 353 | 200 | 177 | 56^ | 316 | 215 |
| 9.30 - 10.00 | | | | A | 12.1 | 20 | 986 | 1847 | 682 | 268 | 708 | 226 | 399 | 379 | 328 | 253 | 665 | 220 | 393 | 393 | 362 | 202 | 194 | 52^ | 280 | 210 |
| 10.00 - 10.30 | | | | A | 12.8 | 22 | 1043 | 1799 | 674 | 286 | 716 | 234 | 439 | 410 | 373 | 221 | 673 | 212 | 412 | 429 | 387 | 176 | 184 | 54^ | 226 | 190 |
| 10.30 - 11.00 | | | | A | 12.5 | 23 | 1019 | 1725 | 654 | 268 | 706 | 221 | 433 | 416 | 385 | 214 | 664 | 194 | 403 | 419 | 395 | 178 | 173 | 52^ | 182 | 141 |
| CBS TUESDAY NIGHT MOVIES CONT'D | 11 | | 189 | A | 14.6 | 24 | 1190 | 1655 | 662 | 289 | 758 | 270 | 474 | 426 | 394 | 193^ | 594 | 245 | 375 | 339 | 291 | 143^ | 216 | 131^ | 87^ | 59^ |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY NIGHT -CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 9.00P 120 CBS FF | | | 98 | B | 15.4 | 24 | 1255 | 1624 | 700 | 266 | 793 | 265 | 457 | 421 | 385 | 255 | 622 | 222 | 365 | 338 | 310 | 198 | 114 | 49 | 95 | 71 |
| 9.00 - 9.30 | | | | A | 13.7 | 21 | 1117 | 1610 | 681 | 302 | 768 | 264 | 472 | 432 | 402 | 209^ | 514 | 192^ | 285 | 269 | 257 | 158^ | 213 | 139^ | 115^ | 82^ |
| 9.30 - 10.00 | | | | A | 14.7 | 23 | 1198 | 1619 | 641 | 317 | 741 | 280 | 476 | 414 | 374 | 186^ | 575 | 231 | 361 | 334 | 287 | 141^ | 197 | 127^ | 106^ | 71^ |
| 10.00 - 10.30 | | | | A | 15.1 | 25 | 1231 | 1627 | 665 | 252 | 752 | 260 | 467 | 429 | 402 | 186^ | 620 | 264 | 394 | 344 | 296 | 145^ | 195 | 121^ | 60^ | 32v |
| 10.30 - 11.00 | | | | A | 14.9 | 26 | 1214 | 1752 | 662 | 286 | 769 | 275 | 477 | 422 | 398 | 196 | 662 | 287 | 453 | 406 | 319 | 128^ | 255 | 137^ | 66^ | 50^ |
| CBS WEDNESDAY NIGHT MOVIE | 9 | | 189 | A | 14.6 | 23 | 1190 | 1633 | 696 | 310 | 767 | 312 | 482 | 449 | 364 | 215 | 534 | 218 | 319 | 274 | 258 | 170^ | 195^ | 128^ | 137^ | 104^ |
| 2 WED. 9.00P 120 CBS FF | | | 98 | B | 16.0 | 25 | 1304 | 1607 | 710 | 263 | 810 | 267 | 453 | 413 | 400 | 282 | 586 | 189 | 345 | 344 | 322 | 183 | 115 | 65 | 96 | 69 |
| 9.00 - 9.30 | | | | A | 14.3 | 22 | 1165 | 1702 | 698 | 297 | 771 | 301 | 456 | 420 | 351 | 244 | 590 | 238 | 345 | 298 | 281 | 199^ | 193^ | 125^ | 148^ | 124^ |
| 9.30 - 10.00 | | | | A | 14.8 | 23 | 1206 | 1637 | 690 | 276 | 764 | 318 | 458 | 422 | 335 | 229 | 547 | 213 | 319 | 280 | 263 | 187^ | 186^ | 120^ | 140^ | 103^ |
| 10.00 - 10.30 | | | | A | 14.7 | 23 | 1198 | 1581 | 680 | 326 | 749 | 318 | 498 | 460 | 363 | 188^ | 483 | 205 | 292 | 249 | 231 | 147^ | 202 | 127^ | 147^ | 99^ |
| 10.30 - 11.00 | | | | A | 14.8 | 24 | 1206 | 1582 | 706 | 333 | 767 | 302 | 508 | 484 | 402 | 191^ | 503 | 207 | 315 | 266 | 250 | 144^ | 202 | 138^ | 110^ | 91^ |
| CHICAGO STORY | 1 | | 184 | A | 12.2 | 19 | 994 | 1687 | 689 | 288 | 834 | 193^ | 371 | 378 | 384 | 380 | 638 | 248 | 367 | 253 | 238 | 239 | 104^ | 66^ | 111^ | 84^ |
| 2 SAT. 8.30P 90 NBC GD | | | 97 | B | 12.2 | 19 | 994 | 1687 | 689 | 288 | 834 | 193 | 371 | 378 | 384 | 380 | 638 | 248 | 367 | 253 | 238 | 239 | 104 | 66 | 111 | 84 |
| 8.30 - 9.00 | | | | A | 12.1 | 19 | 986 | 1772 | 682 | 287 | 838 | 204^ | 356 | 347 | 370 | 397 | 739 | 339 | 442 | 248 | 211^ | 274 | 87^ | 50v | 108^ | 85^ |
| 9.00 - 9.30 | | | | A | 12.0 | 19 | 978 | 1693 | 715 | 298 | 860 | 182^ | 364 | 393 | 403 | 403 | 623 | 227^ | 354 | 254 | 259 | 232^ | 107^ | 72^ | 103^ | 81^ |
| 9.30 - 10.00 | | | | A | 12.4 | 20 | 1011 | 1611 | 674 | 282 | 812 | 192^ | 397 | 396 | 388 | 341 | 554 | 177^ | 303 | 255 | 247 | 215^ | 121^ | 79^ | 124^ | 85^ |
| CHIPS | 19 | 203 | 212 | A | 14.1 | 22 | 1149 | 2016 | 594 | 265 | 686 | 252 | 410 | 385 | 307 | 220 | 619 | 268 | 407 | 367 | 258 | 167 | 260 | 103^ | 451 | 276 |
| 1 SUN. 7.00P 60 NBC OP | | 98 | 99 | B | 16.7 | 25 | 1361 | 2172 | 673 | 272 | 765 | 291 | 478 | 402 | 328 | 239 | 675 | 265 | 452 | 401 | 321 | 176 | 263 | 100 | 469 | 304 |
| 2 SUN. 8.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 11.7 | 20 | 954 | 1846 | 543 | 243^ | 688 | 245^ | 362 | 312 | 296 | 273 | 635 | 270 | 382 | 347 | 245^ | 208^ | 178^ | 58v | 345 | 186^ |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 7.30 - 8.00 | | | | A | 13.9 | 22 | 1133 | 1882 | 570 | 274 | 711 | 261 | 384 | 339 | 315 | 263 | 612 | 251 | 364 | 336 | 252 | 200^ | 185^ | 59^ | 374 | 199^ |
| 8.00 - 8.30 | | | | A | 15.3 | 23 | 1247 | 2056 | 606 | 264 | 660 | 255 | 440 | 415 | 283 | 179^ | 580 | 268 | 406 | 351 | 232 | 140^ | 294 | 120^ | 522 | 343 |
| 8.30 - 9.00 | | | | A | 15.6 | 23 | 1271 | 2175 | 621 | 257 | 664 | 238 | 425 | 437 | 321 | 174^ | 635 | 276 | 456 | 413 | 283 | 135^ | 357 | 161^ | 519 | 343 |
| CODE RED | 16 | 189 | 186 | A | 11.6 | 19 | 945 | 1917 | 644 | 297 | 731 | 274 | 457 | 399 | 324 | 230 | 583 | 184 | 363 | 332 | 303 | 180 | 220 | 119^ | 383 | 258 |
| SUN. 7.00P 60 ABC GD | | 96 | 96 | B | 12.8 | 20 | 1043 | 2021 | 697 | 308 | 790 | 270 | 495 | 456 | 382 | 241 | 635 | 232 | 410 | 370 | 328 | 172 | 215 | 104 | 381 | 238 |
| 7.00 - 7.30 | | | | A | 10.8 | 18 | 880 | 1913 | 664 | 312 | 738 | 243 | 442 | 411 | 359 | 247 | 593 | 180 | 368 | 345 | 314 | 181 | 211 | 104^ | 371 | 248 |
| 7.30 - 8.00 | | | | A | 12.4 | 19 | 1011 | 1909 | 624 | 282 | 718 | 296 | 464 | 386 | 294 | 212 | 567 | 189 | 357 | 319 | 287 | 175 | 229 | 134 | 395 | 265 |
| DALLAS | 13 | 200 | 194 | A | 29.2 | 47 | 2380 | 1699 | 840 | 295 | 911 | 272 | 452 | 416 | 404 | 396 | 540 | 151 | 280 | 272 | 275 | 226 | 97 | 65 | 151 | 101 |
| FRI. 9.00P 60 CBS GD | | 99 | 99 | B | 29.2 | 46 | 2380 | 1823 | 852 | 307 | 935 | 319 | 507 | 446 | 410 | 361 | 558 | 201 | 321 | 286 | 253 | 201 | 121 | 68 | 209 | 144 |
| 9.00 - 9.30 | | | | A | 28.4 | 46 | 2315 | 1705 | 833 | 297 | 907 | 276 | 455 | 414 | 401 | 392 | 538 | 149 | 275 | 268 | 273 | 229 | 99 | 67 | 161 | 105 |
| 9.30 - 10.00 | | | | A | 30.0 | 48 | 2445 | 1687 | 845 | 289 | 911 | 268 | 451 | 417 | 405 | 398 | 540 | 152 | 283 | 277 | 275 | 221 | 95 | 61 | 141 | 97 |
| DIFF'RENT STROKES | 17 | 197 | 194 | A | 17.5 | 27 | 1426 | 2031 | 658 | 241 | 751 | 276 | 463 | 415 | 317 | 233 | 528 | 209 | 359 | 301 | 228 | 124 | 255 | 145 | 497 | 377 |
| THU. 9.00P 30 NBC CS | | 97 | 97 | B | 17.3 | 27 | 1410 | 2006 | 743 | 274 | 830 | 269 | 479 | 421 | 367 | 297 | 551 | 186 | 337 | 305 | 259 | 170 | 244 | 113 | 381 | 276 |
| DUKES OF HAZZARD | 13 | 200 | 189 | A | 22.3 | 37 | 1817 | 1987 | 632 | 253 | 680 | 223 | 384 | 353 | 320 | 255 | 602 | 185 | 344 | 328 | 342 | 224 | 135 | 60^ | 570 | 327 |
| FRI. 8.00P 60 CBS CS | | 99 | 98 | B | 23.4 | 38 | 1907 | 2170 | 681 | 233 | 751 | 245 | 404 | 367 | 346 | 293 | 619 | 213 | 358 | 315 | 306 | 226 | 189 | 74 | 611 | 366 |
| 8.00 - 8.30 | | | | A | 20.2 | 34 | 1646 | 2000 | 616 | 244 | 664 | 220 | 378 | 348 | 308 | 250 | 608 | 194 | 354 | 332 | 338 | 220 | 132 | 64^ | 596 | 340 |
| 8.30 - 9.00 | | | | A | 24.5 | 40 | 1997 | 1962 | 641 | 257 | 689 | 224 | 383 | 359 | 326 | 257 | 592 | 178 | 333 | 323 | 338 | 224 | 136 | 57^ | 545 | 315 |
| DYNASTY | 15 | 199 | 201 | A | 21.4 | 34 | 1744 | 1698 | 846 | 352 | 969 | 402 | 596 | 491 | 431 | 268 | 547 | 212 | 323 | 297 | 226 | 168 | 108 | 79 | 74 | 42^ |
| WED. 10.00P 60 ABC GD | | 99 | 99 | B | 19.9 | 33 | 1622 | 1597 | 782 | 328 | 867 | 353 | 549 | 468 | 404 | 236 | 543 | 228 | 343 | 295 | 232 | 155 | 122 | 74 | 65 | 44 |
| 10.00 - 10.30 | | | | A | 21.3 | 34 | 1736 | 1685 | 841 | 355 | 963 | 406 | 601 | 488 | 426 | 261 | 538 | 203 | 319 | 294 | 231 | 163 | 107 | 75 | 77 | 42^ |
| 10.30 - 11.00 | | | | A | 21.5 | 35 | 1752 | 1706 | 848 | 348 | 971 | 400 | 591 | 495 | 435 | 269 | 556 | 223 | 329 | 303 | 222 | 171 | 108 | 82 | 71 | 40^ |
| FACTS OF LIFE | 18 | 195 | 187 | A | 18.0 | 28 | 1467 | 1648 | 749 | 272 | 819 | 242 | 410 | 360 | 344 | 346 | 483 | 148 | 269 | 261 | 226 | 168 | 129 | 98 | 217 | 154 |
| WED. 9.00P 30 NBC CS | | 98 | 94 | B | 19.5 | 29 | 1589 | 1762 | 767 | 314 | 852 | 284 | 459 | 386 | 356 | 332 | 506 | 159 | 279 | 254 | 236 | 183 | 179 | 104 | 225 | 174 |
| FALCON CREST | 12 | 198 | | A | 22.2 | 40 | 1809 | 1563 | 861 | 279 | 908 | 245 | 445 | 447 | 480 | 372 | 484 | 156 | 264 | 229 | 198 | 187 | 87^ | 57^ | 84^ | 51^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FALCON CREST-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 10.00P 60 CBS GD | | 99 | | B | 22.0 | 38 | 1793 | 1623 | 829 | 299 | 921 | 281 | 466 | 428 | 425 | 374 | 503 | 159 | 263 | 256 | 235 | 195 | 89 | 57 | 110 | 81 |
| 10.00 - 10.30 | | | | A | 22.8 | 40 | 1858 | 1581 | 864 | 280 | 914 | 258 | 458 | 451 | 469 | 370 | 485 | 156 | 267 | 235 | 201 | 185 | 89^ | 59^ | 93^ | 56^ |
| 10.30 - 11.00 | | | | A | 21.6 | 39 | 1760 | 1540 | 857 | 278 | 901 | 231 | 430 | 442 | 490 | 376 | 484 | 156 | 262 | 220 | 195 | 190 | 82^ | 56^ | 73^ | 44^ |
| FALL GUY | 17 | 198 | 197 | A | 19.8 | 30 | 1614 | 1871 | 650 | 274 | 704 | 279 | 442 | 417 | 346 | 180 | 694 | 305 | 447 | 406 | 307 | 189 | 215 | 92 | 258 | 188 |
| WED. 9.00P 60 ABC A | | 99 | 99 | B | 19.2 | 29 | 1565 | 1837 | 656 | 273 | 700 | 283 | 472 | 431 | 338 | 173 | 724 | 323 | 498 | 426 | 329 | 180 | 195 | 72 | 218 | 154 |
| 9.00 - 9.30 | | | | A | 19.3 | 30 | 1573 | 1918 | 654 | 275 | 706 | 284 | 445 | 416 | 341 | 181 | 708 | 323 | 461 | 414 | 305 | 190 | 209 | 85 | 295 | 216 |
| 9.30 - 10.00 | | | | A | 20.3 | 31 | 1654 | 1820 | 645 | 270 | 702 | 273 | 439 | 416 | 351 | 180 | 682 | 289 | 433 | 397 | 310 | 189 | 216 | 97 | 220 | 161 |
| FAME | 9 | 199 | 201 | A | 14.4 | 22 | 1174 | 1946 | 655 | 290 | 757 | 319 | 512 | 405 | 319 | 194 | 547 | 236 | 374 | 276 | 212 | 144 | 222 | 158 | 420 | 284 |
| THU. 8.00P 60 NBC GD | | 99 | 99 | B | 15.2 | 23 | 1239 | 2007 | 709 | 309 | 795 | 317 | 528 | 429 | 341 | 221 | 536 | 215 | 355 | 302 | 235 | 146 | 255 | 167 | 421 | 299 |
| 8.00 - 8.30 | | | | A | 14.3 | 22 | 1165 | 1894 | 641 | 294 | 759 | 304 | 505 | 403 | 334 | 201 | 534 | 216 | 352 | 262 | 214 | 155 | 200 | 143 | 401 | 278 |
| 8.30 - 9.00 | | | | A | 14.6 | 22 | 1190 | 1975 | 664 | 279 | 751 | 332 | 516 | 405 | 302 | 188 | 549 | 249 | 391 | 287 | 205 | 132 | 241 | 170 | 434 | 286 |
| FANTASY ISLAND | 19 | | 189 | A | 17.1 | 30 | 1394 | 1669 | 604 | 326 | 739 | 322 | 555 | 454 | 330 | 152^ | 494 | 230 | 315 | 367 | 225 | 95^ | 218 | 116^ | 218 | 166^ |
| 2 SAT. 10.00P 60 ABC A | | | 97 | B | 18.3 | 33 | 1491 | 1784 | 724 | 312 | 814 | 318 | 509 | 418 | 351 | 253 | 570 | 246 | 369 | 320 | 239 | 165 | 177 | 100 | 223 | 174 |
| 10.00 - 10.30 | | | | A | 17.1 | 30 | 1394 | 1714 | 634 | 348 | 775 | 333 | 575 | 472 | 345 | 169 | 483 | 224 | 300 | 344 | 218 | 105^ | 232 | 120^ | 224 | 171 |
| 10.30 - 11.00 | | | | A | 17.0 | 30 | 1386 | 1626 | 580 | 305 | 709 | 314 | 542 | 439 | 319 | 135^ | 506 | 236 | 332 | 392 | 234 | 88^ | 200 | 109^ | 211 | 160^ |
| FATHER MURPHY | 16 | 210 | 211 | A | 18.4 | 28 | 1500 | 1827 | 816 | 265 | 924 | 186 | 369 | 362 | 407 | 486 | 570 | 120 | 226 | 234 | 269 | 293 | 111 | 85 | 222 | 124 |
| TUE. 8.00P 60 NBC GD | | 99 | 97 | B | 17.6 | 26 | 1434 | 1803 | 796 | 260 | 883 | 196 | 351 | 357 | 408 | 456 | 611 | 151 | 259 | 263 | 289 | 303 | 86 | 46 | 223 | 133 |
| 8.00 - 8.30 | | | | A | 17.8 | 27 | 1451 | 1819 | 816 | 269 | 917 | 184 | 359 | 353 | 402 | 491 | 566 | 111 | 217 | 231 | 271 | 298 | 109 | 84 | 227 | 129 |
| 8.30 - 9.00 | | | | A | 19.0 | 28 | 1549 | 1830 | 814 | 261 | 929 | 186 | 377 | 368 | 414 | 481 | 573 | 128 | 234 | 236 | 267 | 288 | 111 | 85 | 217 | 120 |
| FLAMINGO ROAD | 14 | 203 | 200 | A | 15.3 | 25 | 1247 | 1484 | 750 | 219 | 855 | 276 | 438 | 399 | 372 | 340 | 578 | 128 | 269 | 254 | 295 | 269 | 37^ | 23v | 14v | 7v |
| TUE. 10.00P 60 NBC GD | | 99 | 98 | B | 14.8 | 24 | 1206 | 1527 | 757 | 270 | 833 | 265 | 426 | 391 | 381 | 325 | 581 | 189 | 302 | 275 | 263 | 232 | 75 | 39 | 38 | 22 |
| 10.00 - 10.30 | | | | A | 15.2 | 25 | 1239 | 1501 | 749 | 215 | 851 | 275 | 437 | 405 | 372 | 335 | 585 | 129 | 273 | 261 | 300 | 270 | 40^ | 26^ | 25^ | 13v |
| 10.30 - 11.00 | | | | A | 15.4 | 26 | 1255 | 1458 | 752 | 220 | 856 | 276 | 437 | 391 | 373 | 344 | 566 | 126 | 263 | 242 | 288 | 265 | 32^ | 18v | 4v | LT |
| FLINTSTONES(S) | | | 196 | A | 8.2 | 13 | 668 | 1981 | 401 | 145^ | 441 | 200^ | 328^ | 345^ | 196^ | 69v | 452 | 169^ | 343^ | 307^ | 233^ | 79v | 217^ | 100^ | 871 | 532 |
| 2 SUN. 7.00P 30 NBC CE | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| GIMME A BREAK | 17 | 196 | 189 | A | 16.0 | 25 | 1304 | 1877 | 696 | 249 | 792 | 273 | 481 | 438 | 360 | 247 | 531 | 212 | 372 | 321 | 233 | 120 | 237 | 139 | 317 | 234 |
| THU. 9.30P 30 NBC CS | | 98 | 96 | B | 16.0 | 25 | 1304 | 1898 | 782 | 294 | 879 | 289 | 519 | 457 | 398 | 300 | 548 | 176 | 328 | 308 | 266 | 172 | 213 | 95 | 258 | 189 |
| GRAMMY AWARDS(S) | | 195 | | A | 18.1 | 29 | 1475 | 1629 | 739 | 295 | 880 | 297 | 507 | 435 | 380 | 326 | 523 | 183 | 336 | 300 | 254 | 153^ | 158^ | 88^ | 68^ | 57^ |
| 1 WED. 9.00P 145 CBS AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.1 | 28 | 1475 | 1685 | 726 | 305 | 915 | 320 | 509 | 419 | 392 | 353 | 533 | 194 | 312 | 280 | 229 | 184 | 135^ | 80^ | 102^ | 75^ |
| 9.30 - 10.00 | | | | A | 20.4 | 31 | 1663 | 1649 | 720 | 300 | 879 | 326 | 506 | 420 | 348 | 327 | 537 | 203 | 340 | 299 | 240 | 159 | 144 | 80^ | 89^ | 67^ |
| 10.00 - 10.30 | | | | A | 18.6 | 30 | 1516 | 1696 | 774 | 326 | 901 | 297 | 535 | 463 | 389 | 327 | 537 | 183 | 368 | 325 | 285 | 136^ | 199 | 112^ | 59^ | 57^ |
| 10.30 - 11.00 | | | | A | 18.0 | 29 | 1467 | 1603 | 740 | 295 | 883 | 269 | 511 | 448 | 410 | 330 | 479 | 155^ | 322 | 288 | 257 | 130^ | 198 | 110^ | 43^ | 43^ |
| 11.00 - 11.30 | | | | A | 14.6 | 29 | 1190 | 1474 | 740 | 231 | 803 | 246 | 461 | 436 | 371 | 282 | 538 | 177^ | 345 | 314 | 254 | 160^ | 105^ | 51v | 28v | 28v |
| GREATEST AMERICAN HERO | 17 | 200 | 199 | A | 18.1 | 28 | 1475 | 2072 | 642 | 256 | 701 | 235 | 477 | 454 | 370 | 172 | 578 | 269 | 445 | 398 | 257 | 100 | 255 | 85 | 538 | 308 |
| WED. 8.00P 60 ABC CS | | 98 | 99 | B | 17.1 | 26 | 1394 | 2125 | 655 | 284 | 725 | 317 | 514 | 455 | 325 | 162 | 646 | 319 | 482 | 410 | 280 | 121 | 251 | 94 | 503 | 303 |
| 8.00 - 8.30 | | | | A | 17.3 | 27 | 1410 | 2091 | 650 | 259 | 715 | 224 | 483 | 465 | 395 | 179 | 579 | 263 | 441 | 403 | 264 | 105 | 254 | 88 | 543 | 309 |
| 8.30 - 9.00 | | | | A | 18.9 | 29 | 1540 | 2045 | 630 | 251 | 685 | 244 | 469 | 442 | 347 | 165 | 573 | 272 | 446 | 393 | 252 | 96 | 256 | 82 | 531 | 306 |
| HAPPY DAYS | 20 | 203 | 201 | A | 19.7 | 30 | 1606 | 2017 | 641 | 257 | 764 | 361 | 532 | 396 | 288 | 185 | 541 | 293 | 404 | 291 | 181 | 115 | 271 | 142 | 441 | 290 |
| TUE. 8.00P 30 ABC CS | | 99 | 98 | B | 20.8 | 32 | 1695 | 1969 | 657 | 290 | 739 | 333 | 516 | 404 | 303 | 185 | 523 | 242 | 380 | 313 | 224 | 108 | 274 | 144 | 433 | 291 |
| HARPER VALLEY | 5 | 189 | | A | 15.2 | 26 | 1239 | 1701 | 757 | 256 | 839 | 199 | 358 | 369 | 392 | 381 | 592 | 95^ | 201 | 260 | 313 | 313 | 119^ | 63^ | 151^ | 81^ |
| 1 SAT. 8.30P 30 NBC CS | | 94 | | B | 15.6 | 25 | 1271 | 1859 | 766 | 279 | 872 | 243 | 411 | 366 | 385 | 385 | 655 | 151 | 294 | 294 | 333 | 305 | 106 | 49 | 226 | 156 |
| HART TO HART | 19 | 203 | 200 | A | 21.6 | 36 | 1760 | 1723 | 795 | 318 | 904 | 370 | 579 | 468 | 376 | 267 | 586 | 264 | 400 | 346 | 257 | 152 | 137 | 80 | 96 | 62^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HART TO HART-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TUE. 10.00P 60 ABC PD | | 99 | 99 | B | 20.9 | 34 | 1703 | 1694 | 760 | 319 | 840 | 340 | 554 | 472 | 378 | 229 | 590 | 276 | 422 | 357 | 249 | 133 | 165 | 82 | 99 | 69 |
| 10.00 - 10.30 | | | | A | 21.5 | 35 | 1752 | 1740 | 793 | 312 | 899 | 362 | 570 | 466 | 374 | 271 | 587 | 265 | 401 | 347 | .256 | 153 | 145 | 86 | 109 | 69^ |
| 10.30 - 11.00 | | | | A | 21.6 | 36 | 1760 | 1710 | 799 | 324 | 911 | 380 | 590 | 476 | 379 | 261 | 592 | 266 | 404 | 347 | 258 | 152 | 127 | 74 | 80 | 54^ |
| HERE'S BOOMER(S) | | | 196 | A | 8.9 | 14 | 725 | 2063 | 518 | 148 | 540 | 233^ | 361 | 316^ | 220^ | 146^ | 493 | 206^ | 363 | 328 | 229^ | 99^ | 247^ | 100^ | 783 | 488 |
| 2 SUN. 7.30P 30 NBC GD | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| HILL STREET BLUES | 17 | 215 | 212 | A | 16.7 | 28 | 1361 | 1863 | 675 | 308 | 777 | 371 | 556 | 449 | 328 | 169 | 848 | 466 | 654 | 495 | 309 | 146 | 140 | 69^ | 98 | 87^ |
| THU. 10.00P 60 NBC OP | | 99 | 99 | B | 19.0 | 32 | 1549 | 1791 | 744 | 324 | 837 | 373 | 577 | 480 | 360 | 203 | 727 | 336 | 519 | 460 | 315 | 156 | 149 | 63 | 78 | 60 |
| 10.00 - 10.30 | | | | A | 17.1 | 28 | 1394 | 1862 | 698 | 321 | 791 | 378 | 569 | 465 | 331 | 170 | 832 | 452 | 640 | 499 | 309 | 143 | 137 | 68^ | 102 | 85^ |
| 10.30 - 11.00 | | | | A | 16.3 | 28 | 1328 | 1852 | 647 | 293 | 759 | 365 | 539 | 432 | 322 | 168 | 859 | 476 | 664 | 492 | 311 | 145 | 142 | 69^ | 92 | 87^ |
| HOUSE CALLS | 17 | 196 | 194 | A | 18.6 | 27 | 1516 | 1701 | 710 | 322 | 756 | 254 | 458 | 448 | 354 | 233 | 606 | 247 | 393 | 378 | 267 | 167 | 192 | 80 | 147 | 110 |
| MON. 9.30P 30 CBS CS | | 99 | 99 | B | 19.2 | 28 | 1565 | 1715 | 775 | 323 | 859 | 304 | 499 | 444 | 375 | 286 | 563 | 215 | 347 | 324 | 250 | 177 | 153 | 74 | 140 | 101 |
| IN-LAWS(S) | | 194 | | A | 19.5 | 30 | 1589 | 1462 | 709 | 308 | 759 | 216 | 405 | 412 | 342 | 306 | 564 | 168 | 326 | 332 | 276 | 199 | 62^ | 27v | 77^ | 49^ |
| 1 SUN. 9.00P 120 CBS FF | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 21.1 | 31 | 1720 | 1583 | 741 | 330 | 803 | 236 | 418 | 418 | 344 | 339 | 576 | 172 | 330 | 325 | 293 | 201 | 78^ | 35^ | 126^ | 88^ |
| 9.30 - 10.00 | | | | A | 20.7 | 30 | 1687 | 1486 | 721 | 329 | 785 | 210 | 407 | 410 | 361 | 329 | 558 | 155 | 318 | 320 | 281 | 202 | 68^ | 24v | 75^ | 46^ |
| 10.00 - 10.30 | | | | A | 19.2 | 29 | 1565 | 1372 | 670 | 280 | 716 | 211 | 403 | 416 | 326 | 263 | 559 | 155 | 318 | 340 | 273 | 203 | 49^ | 21v | 48^ | 26v |
| 10.30 - 11.00 | | | | A | 16.8 | 27 | 1369 | 1392 | 708 | 288 | 730 | 208 | 394 | 409 | 342 | 286 | 565 | 189 | 334 | 352 | 260 | 190 | 49^ | 24v | 48^ | 27v |
| IVANHOE(S) | | 196 | | A | 18.1 | 28 | 1475 | 1694 | 679 | 296 | 720 | 229 | 432 | 443 | 362 | 230 | 666 | 248 | 442 | 441 | 355 | 164 | 173 | 70^ | 135^ | 69^ |
| 1 TUE. 8.00P 180 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 18.1 | 28 | 1475 | 1765 | 665 | 270 | 709 | 201 | 376 | 364 | 342 | 284 | 650 | 226 | 404 | 406 | 344 | 191 | 181 | 75^ | 225 | 111^ |
| 8.30 - 9.00 | | | | A | 18.2 | 27 | 1483 | 1755 | 651 | 284 | 709 | 220 | 411 | 402 | 360 | 243 | 640 | 238 | 426 | 420 | 335 | 163 | 187 | 72^ | 219 | 114^ |
| 9.00 - 9.30 | | | | A | 18.0 | 27 | 1467 | 1710 | 710 | 323 | 752 | 245 | 455 | 471 | 376 | 237 | 660 | 255 | 443 | 434 | 349 | 162 | 175 | 74^ | 123^ | 63^ |
| 9.30 - 10.00 | | | | A | 17.9 | 27 | 1459 | 1728 | 720 | 338 | 759 | 256 | 472 | 499 | 382 | 220 | 705 | 265 | 484 | 477 | 385 | 160^ | 169 | 73^ | 95^ | 50^ |
| 10.00 - 10.30 | | | | A | 18.5 | 29 | 1508 | 1597 | 656 | 275 | 682 | 220 | 433 | 458 | 350 | 192 | 670 | 245 | 451 | 457 | 367 | 155^ | 174 | 66^ | 71^ | 38v |
| 10.30 - 11.00 | | | | A | 17.7 | 29 | 1443 | 1610 | 670 | 282 | 708 | 229 | 448 | 465 | 368 | 199 | 671 | 251 | 446 | 449 | 353 | 161^ | 162^ | 60^ | 69^ | 37v |
| JEFFERSONS | 17 | | 195 | A | 24.0 | 35 | 1956 | 1762 | 882 | 384 | 993 | 283 | 498 | 433 | 455 | 442 | 532 | 157 | 261 | 249 | 243 | 234 | 84^ | 52^ | 153 | 126 |
| 2 SUN. 9.30P 30 CBS CS | | | 99 | B | 23.0 | 34 | 1875 | 1694 | 779 | 317 | 879 | 284 | 456 | 398 | 378 | 359 | 556 | 183 | 298 | 284 | 249 | 219 | 119 | 65 | 140 | 110 |
| KING'S CROSSING | 7 | 193 | | A | 13.4 | 23 | 1092 | 1892 | 791 | 331 | 901 | 303 | 516 | 413 | 412 | 341 | 511 | 191^ | 310 | 246 | 210^ | 174^ | 212^ | 116^ | 268 | 138^ |
| 1 SAT. 8.00P 60 ABC GD | | 97 | | B | 13.2 | 21 | 1076 | 1675 | 760 | 283 | 851 | 248 | 442 | 365 | 396 | 362 | 489 | 144 | 244 | 220 | 231 | 206 | 143 | 93 | 192 | 128 |
| 8.00 - 8.30 | | | | A | 12.8 | 22 | 1043 | 1935 | 800 | 330 | 903 | 304 | 530 | 419 | 406 | 331 | 521 | 190^ | 315 | 251 | 211^ | 177^ | 212^ | 113^ | 299 | 147^ |
| 8.30 - 9.00 | | | | A | 14.0 | 24 | 1141 | 1841 | 780 | 329 | 891 | 299 | 501 | 403 | 419 | 346 | 497 | 192^ | 304 | 241 | 206^ | 169^ | 212 | 118^ | 241 | 130^ |
| KNOTS LANDING | 13 | | 184 | A | 18.2 | 28 | 1483 | 1493 | 762 | 261 | 851 | 248 | 414 | 374 | 376 | 381 | 434 | 143^ | 208 | 184 | 203 | 180 | 114^ | 96^ | 94^ | 58^ |
| 2 THU. 9.00P 60 CBS GD | | | 98 | B | 18.0 | 28 | 1467 | 1627 | 789 | 266 | 896 | 291 | 473 | 410 | 402 | 355 | 495 | 153 | 259 | 236 | 242 | 199 | 105 | 66 | 131 | 86 |
| 9.00 - 9.30 | | | | A | 18.0 | 27 | 1467 | 1480 | 773 | 258 | 855 | 251 | 422 | 381 | 373 | 377 | 425 | 132^ | 199 | 190 | 206 | 177 | 107^ | 91^ | 93^ | 59^ |
| 9.30 - 10.00 | | | | A | 18.5 | 29 | 1508 | 1488 | 749 | 261 | 841 | 244 | 402 | 369 | 377 | 380 | 438 | 152^ | 213 | 174 | 198 | 182 | 116^ | 97^ | 93^ | 58^ |
| LAVERNE & SHIRLEY | 19 | 203 | 200 | A | 19.0 | 28 | 1549 | 1965 | 655 | 265 | 764 | 379 | 546 | 412 | 287 | 173 | 549 | 301 | 417 | 307 | 181 | 112 | 258 | 142 | 394 | 269 |
| TUE. 8.30P 30 ABC CS | | 99 | 98 | B | 20.0 | 30 | 1630 | 1949 | 647 | 292 | 723 | 331 | 516 | 403 | 300 | 170 | 519 | 242 | 376 | 311 | 218 | 110 | 283 | 151 | 424 | 288 |
| LITTLE HOUSE-PRAIRIE | 20 | 217 | 218 | A | 22.8 | 33 | 1858 | 1905 | 801 | 274 | 938 | 288 | 465 | 411 | 371 | 410 | 495 | 156 | 261 | 229 | 212 | 215 | 156 | 103 | 316 | 180 |
| MON. 8.00P 60 NBC GD | | 99 | 99 | B | 19.8 | 29 | 1614 | 1874 | 816 | 282 | 924 | 292 | 463 | 411 | 375 | 401 | 496 | 153 | 249 | 229 | 220 | 217 | 130 | 85 | 324 | 194 |
| 8.00 - 8.30 | | | | A | 22.1 | 32 | 1801 | 1911 | 793 | 272 | 932 | 281 | 451 | 407 | 368 | 416 | 500 | 156 | 261 | 232 | 213 | 219 | 160 | 104 | 319 | 183 |
| 8.30 - 9.00 | | | | A | 23.6 | 33 | 1923 | 1887 | 801 | 273 | 934 | 289 | 474 | 413 | 374 | 400 | 489 | 155 | 259 | 225 | 211 | 211 | 155 | 104 | 309 | 177 |
| LOU GRANT | 15 | | 198 | A | 13.4 | 22 | 1092 | 1616 | 677 | 306 | 737 | 281 | 433 | 412 | 307 | 229 | 669 | 332 | 480 | 433 | 244 | 173^ | 152^ | 52v | 58^ | 54v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOU GRANT-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 10.00P 60 CBS GD | | | 99 | B | 17.0 | 27 | 1386 | 1555 | 772 | 309 | 863 | 322 | 524 | 468 | 378 | 266 | 549 | 224 | 353 | 323 | 246 | 152 | 84 | 39 | 59 | 46 |
| 10.00 - 10.30 | | | | A | 14.0 | 22 | 1141 | 1601 | 672 | 299 | 732 | 266 | 429 | 414 | 320 | 226 | 651 | 334 | 478 | 434 | 232 | 158^ | 151^ | 45v | 67^ | 60^ |
| 10.30 - 11.00 | | | | A | 12.8 | 22 | 1043 | 1627 | 680 | 311 | 740 | 296 | 437 | 410 | 291 | 233 | 686 | 328 | 483 | 431 | 256 | 185^ | 154^ | 61^ | 47v | 47v |
| LOVE BOAT | 20 | 201 | 191 | A | 23.3 | 39 | 1899 | 1805 | 729 | 319 | 836 | 278 | 444 | 381 | 346 | 347 | 450 | 164 | 248 | 244 | 192 | 168 | 222 | 136 | 297 | 214 |
| 1 SAT. 9.00P 120 ABC CS | | 99 | 95 | B | 21.4 | 35 | 1744 | 1870 | 753 | 328 | 852 | 303 | 491 | 415 | 368 | 308 | 537 | 215 | 335 | 288 | 224 | 176 | 192 | 115 | 289 | 216 |
| 2 SAT. 8.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 17.8 | 29 | 1451 | 1593 | 524 | 220 | 639 | 231 | 322 | 263 | 221 | 292 | 447 | 169 | 261 | 260 | 191 | 157^ | 257 | 147^ | 250 | 164 |
| 8.30 - 9.00 | | | | A | 20.1 | 32 | 1638 | 1696 | 564 | 247 | 690 | 246 | 358 | 288 | 253 | 305 | 447 | 145 | 254 | 253 | 223 | 159 | 320 | 182 | 239 | 164 |
| 9.00 - 9.30 | | | | A | 23.8 | 39 | 1940 | 1896 | 740 | 331 | 847 | 284 | 458 | 396 | 358 | 343 | 472 | 193 | 265 | 260 | 184 | 163 | 227 | 145 | 350 | 259 |
| 9.30 - 10.00 | | | | A | 24.6 | 40 | 2005 | 1891 | 752 | 347 | 855 | 289 | 469 | 408 | 360 | 337 | 488 | 189 | 274 | 273 | 204 | 170 | 231 | 148 | 317 | 232 |
| 10.00 - 10.30 | | | | A | 25.7 | 46 | 2095 | 1772 | 823 | 348 | 919 | 281 | 469 | 413 | 399 | 388 | 409 | 115 | 204 | 200 | 181 | 184 | 168 | 100^ | 276 | 187 |
| 10.30 - 11.00 | | | | A | 26.0 | 49 | 2119 | 1716 | 827 | 339 | 929 | 283 | 481 | 419 | 416 | 393 | 377 | 123 | 194 | 185 | 160 | 168 | 151 | 93^ | 259 | 195 |
| LOVE, SIDNEY | 16 | 197 | 188 | A | 15.7 | 24 | 1280 | 1605 | 777 | 280 | 844 | 247 | 420 | 368 | 353 | 364 | 448 | 142 | 243 | 257 | 213 | 155 | 111 | 76^ | 202 | 130 |
| WED. 9.30P 30 NBC CS | | 96 | 93 | B | 17.2 | 26 | 1402 | 1676 | 782 | 327 | 859 | 291 | 469 | 394 | 362 | 331 | 481 | 158 | 270 | 258 | 221 | 169 | 140 | 83 | 196 | 149 |
| LYNDA CARTER:STREET LIFE(S) | | | 190 | A | 18.5 | 32 | 1508 | 1623 | 796 | 322 | 917 | 293 | 475 | 391 | 388 | 390 | 502 | 163 | 280 | 295 | 258 | 179 | 78^ | 56^ | 126^ | 76^ |
| 2 FRI. 10.00P 60 CBS GV | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 19.7 | 34 | 1606 | 1629 | 838 | 333 | 949 | 286 | 469 | 386 | 407 | 428 | 481 | 140^ | 248 | 263 | 263 | 193 | 76^ | 58^ | 123^ | 68^ |
| 10.30 - 11.00 | | | | A | 17.3 | 31 | 1410 | 1609 | 745 | 311 | 879 | 302 | 483 | 393 | 364 | 346 | 524 | 188 | 314 | 329 | 251 | 165^ | 79^ | 52^ | 127^ | 82^ |
| MAGNUM, P.I. | 19 | 200 | 187 | A | 21.7 | 33 | 1769 | 1666 | 723 | 240 | 791 | 207 | 370 | 359 | 371 | 364 | 573 | 146 | 273 | 282 | 309 | 245 | 141 | 57^ | 161 | 99 |
| THU. 8.00P 60 CBS PD | | 99 | 98 | B | 21.3 | 34 | 1736 | 1848 | 747 | 270 | 843 | 242 | 425 | 403 | 397 | 344 | 612 | 177 | 316 | 312 | 313 | 241 | 161 | 67 | 232 | 149 |
| 8.00 - 8.30 | | | | A | 20.7 | 32 | 1687 | 1666 | 721 | 241 | 788 | 205 | 373 | 362 | 378 | 358 | 575 | 142 | 270 | 281 | 313 | 250 | 140 | 57^ | 163 | 98 |
| 8.30 - 9.00 | | | | A | 22.7 | 34 | 1850 | 1664 | 723 | 237 | 792 | 206 | 364 | 355 | 366 | 371 | 569 | 148 | 274 | 285 | 306 | 238 | 144 | 59^ | 159 | 99 |
| MAKING A LIVING | 3 | 191 | | A | 9.9 | 16 | 807 | 1509 | 589 | 214^ | 620 | 155^ | 326 | 370 | 359 | 223^ | 561 | 98^ | 285^ | 359 | 382 | 202^ | 203^ | 46v | 125^ | 125^ |
| 1 FRI. 9.30P 30 ABC CS | | 98 | | B | 8.7 | 14 | 709 | 1636 | 662 | 284 | 702 | 224 | 397 | 399 | 366 | 244 | 582 | 222 | 350 | 382 | 277 | 176 | 151 | 63 | 201 | 171 |
| M*A*S*H | 18 | 200 | 198 | A | 21.5 | 31 | 1752 | 1795 | 667 | 298 | 718 | 243 | 433 | 409 | 334 | 226 | 664 | 282 | 457 | 417 | 301 | 167 | 218 | 88 | 195 | 145 |
| MON. 9.00P 30 CBS CS | | 99 | 99 | B | 22.5 | 32 | 1834 | 1760 | 740 | 310 | 817 | 291 | 479 | 438 | 359 | 266 | 609 | 246 | 387 | 354 | 266 | 181 | 169 | 74 | 165 | 123 |
| MCCLAIN'S LAW | 1 | | 189 | A | 13.6 | 24 | 1108 | 1567 | 722 | 286 | 800 | 173^ | 358 | 368 | 393 | 361 | 672 | 230 | 390 | 355 | 329 | 245 | 58^ | 44v | 37v | 34v |
| 2 SAT. 10.00P 60 NBC OP | | | 97 | B | 13.6 | 24 | 1108 | 1567 | 722 | 286 | 800 | 173 | 358 | 368 | 393 | 361 | 672 | 230 | 390 | 355 | 329 | 245 | 58 | 44 | 37 | 34 |
| 10.00 - 10.30 | | | | A | 13.2 | 23 | 1076 | 1546 | 713 | 276 | 788 | 168^ | 339 | 346 | 378 | 369 | 666 | 230 | 376 | 345 | 316 | 252 | 66^ | 50v | 26v | 26v |
| 10.30 - 11.00 | | | | A | 14.0 | 25 | 1141 | 1576 | 730 | 295 | 808 | 178^ | 376 | 389 | 405 | 350 | 676 | 227 | 402 | 364 | 341 | 239 | 48v | 37v | 44v | 40v |
| MR. MERLIN | 7 | 190 | 190 | A | 16.4 | 24 | 1337 | 1801 | 618 | 265 | 649 | 173 | 366 | 365 | 315 | 242 | 578 | 189 | 358 | 359 | 299 | 167 | 207 | 103 | 367 | 261 |
| 1 MON. 8.00P 60 CBS CS | | 99 | 99 | B | 16.7 | 24 | 1361 | 1901 | 644 | 275 | 690 | 213 | 391 | 369 | 327 | 247 | 581 | 205 | 359 | 349 | 283 | 177 | 212 | 111 | 418 | 275 |
| 2 MON. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.7 | 24 | 1361 | 1834 | 632 | 267 | 662 | 183 | 381 | 369 | 325 | 244 | 567 | 206 | 358 | 339 | 277 | 161 | 200 | 98 | 405 | 276 |
| 8.30 - 9.00 | | | | A | 15.7 | 22 | 1280 | 1742 | 599 | 262 | 629 | 153^ | 339 | 366 | 300 | 239 | 604 | 157^ | 360 | 406 | 346 | 174^ | 220 | 114^ | 289 | 226 |
| MUGGABLE MARY-STREET COP(S) | | 191 | | A | 21.4 | 34 | 1744 | 1612 | 737 | 234 | 769 | 187 | 377 | 369 | 392 | 337 | 656 | 115^ | 320 | 348 | 424 | 274 | 100^ | 65^ | 87^ | 37^ |
| 1 THU. 9.00P 120 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 20.2 | 31 | 1646 | 1606 | 745 | 228 | 776 | 177 | 355 | 355 | 400 | 363 | 643 | 108^ | 285 | 320 | 419 | 292 | 80^ | 47^ | 107^ | 41^ |
| 9.30 - 10.00 | | | | A | 22.0 | 33 | 1793 | 1582 | 701 | 202 | 732 | 182 | 348 | 345 | 357 | 334 | 658 | 114^ | 320 | 346 | 423 | 278 | 94^ | 61^ | 98^ | 36^ |
| 10.00 - 10.30 | | | | A | 21.9 | 34 | 1785 | 1626 | 741 | 241 | 775 | 192 | 390 | 379 | 396 | 328 | 669 | 117^ | 339 | 367 | 430 | 269 | 108^ | 74^ | 74^ | 30v |
| 10.30 - 11.00 | | | | A | 21.4 | 35 | 1744 | 1635 | 764 | 267 | 797 | 198 | 411 | 396 | 412 | 329 | 658 | 121^ | 336 | 358 | 423 | 261 | 113^ | 77^ | 67^ | 35^ |
| NBC FRIDAY MOVIE OF-WEEK | 2 | 192 | 175 | A | 10.9 | 18 | 888 | 1761 | 624 | 249 | 657 | 199 | 412 | 440 | 371 | 154 | 739 | 276 | 494 | 456 | 373 | 204 | 161 | 87^ | 204 | 153 |
| FRI. 9.00P 120 NBC FF | | 98 | 94 | B | 10.9 | 18 | 888 | 1761 | 624 | 249 | 657 | 199 | 412 | 440 | 371 | 154 | 739 | 276 | 494 | 456 | 373 | 204 | 161 | 87 | 204 | 153 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

Viewers per 1000 viewing households by specified categories.



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST MAR. 1982 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC FRIDAY MOVIE O-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 10.3 | 17 | 839 | 1741 | 631 | 250 | 670 | 174 | 385 | 426 | 400 | 181 | 729 | 237 | 442 | 433 | 393 | 235 | 114^ | 65^ | 228 | 172 |
| 9.30 - 10.00 | | | | A | 10.6 | 17 | 864 | 1720 | 624 | 275 | 654 | 181 | 389 | 430 | 389 | 155 | 736 | 279 | 487 | 457 | 363 | 205 | 136^ | 74^ | 194 | 141 |
| 10.00 - 10.30 | | | | A | 11.2 | 19 | 913 | 1771 | 617 | 239 | 651 | 212 | 428 | 447 | 354 | 141 | 742 | 289 | 518 | 469 | 374 | 189 | 185 | 100^ | 193 | 141 |
| 10.30 - 11.00 | | | | A | 11.6 | 21 | 945 | 1775 | 616 | 224 | 643 | 220 | 435 | 456 | 341 | 135 | 738 | 292 | 521 | 457 | 361 | 186 | 194 | 105^ | 200 | 159 |
| NBC MAGAZINE | 21 | 185 | 178 | A | 10.6 | 18 | 864 | 1608 | 776 | 206 | 851 | 143 | 291 | 336 | 435 | 463 | 578 | 105^ | 197 | 254 | 299 | 315 | 72^ | 42^ | 107^ | 70^ |
| FRI. 8.00P 60 NBC DN | | 96 | 94 | B | 11.0 | 18 | 897 | 1618 | 739 | 236 | 806 | 165 | 330 | 333 | 408 | 403 | 657 | 142 | 280 | 291 | 338 | 319 | 57 | 26 | 98 | 66 |
| 8.00 - 8.30 | | | | A | 10.5 | 18 | 856 | 1638 | 788 | 210 | 862 | 145 | 284 | 327 | 427 | 485 | 589 | 106^ | 205 | 265 | 298 | 314 | 74^ | 41^ | 113^ | 70^ |
| 8.30 - 9.00 | | | | A | 10.6 | 17 | 864 | 1584 | 763 | 199 | 841 | 143 | 300 | 344 | 443 | 443 | 569 | 103^ | 194 | 246 | 305 | 315 | 73^ | 43^ | 101^ | 68^ |
| NBC MONDAY NIGHT MOVIES | 15 | 196 | | A | 21.4 | 32 | 1744 | 1767 | 868 | 263 | 1002 | 272 | 499 | 440 | 419 | 461 | 505 | 134^ | 236 | 203 | 203 | 237 | 128^ | 78^ | 132^ | 75^ |
| 1 MON. 9.00P 120 NBC FF | | 98 | | B | 18.3 | 28 | 1491 | 1634 | 757 | 278 | 847 | 265 | 465 | 427 | 405 | 315 | 575 | 206 | 340 | 306 | 266 | 191 | 113 | 67 | 99 | 65 |
| 9.00 - 9.30 | | | | A | 20.9 | 30 | 1703 | 1810 | 851 | 264 | 1005 | 277 | 480 | 418 | 404 | 484 | 467 | 117^ | 199 | 167 | 183 | 237 | 145 | 89^ | 193 | 115^ |
| 9.30 - 10.00 | | | | A | 21.1 | 30 | 1720 | 1738 | 841 | 259 | 988 | 262 | 481 | 427 | 422 | 462 | 493 | 130^ | 217 | 173 | 188 | 245 | 118^ | 67^ | 139 | 71^ |
| 10.00 - 10.30 | | | | A | 22.1 | 33 | 1801 | 1755 | 881 | 265 | 1000 | 270 | 505 | 451 | 421 | 453 | 518 | 135 | 247 | 227 | 216 | 235 | 129^ | 78^ | 108^ | 66^ |
| 10.30 - 11.00 | | | | A | 21.7 | 34 | 1769 | 1743 | 893 | 256 | 1000 | 277 | 521 | 455 | 423 | 439 | 535 | 149 | 273 | 242 | 222 | 229 | 120^ | 81^ | 88^ | 54^ |
| NBC NEWS UPDATE-M-F | 108 | 176 | 177 | A | 14.9 | 23 | 1214 | 1844 | 765 | 262 | 861 | 243 | 422 | 389 | 389 | 369 | 564 | 172 | 291 | 265 | 250 | 236 | 137 | 91 | 282 | 178 |
| M-F 8.58P 1 NBC N | | 90 | 89 | B | 14.3 | 22 | 1165 | 1817 | 762 | 277 | 843 | 241 | 418 | 381 | 382 | 362 | 597 | 170 | 298 | 287 | 284 | 250 | 130 | 68 | 247 | 168 |
| NBC NEWS UPDATE-SAT. | 22 | 162 | 156 | A | 12.9 | 21 | 1051 | 1743 | 729 | 267 | 837 | 202 | 396 | 397 | 410 | 356 | 636 | 185 | 307 | 275 | 282 | 265 | 136 | 84^ | 134 | 90^ |
| 1 SAT. 8.58P 1 NBC N | | 88 | 89 | B | 12.2 | 20 | 994 | 1789 | 758 | 273 | 857 | 220 | 396 | 365 | 399 | 390 | 629 | 145 | 288 | 279 | 313 | 291 | 108 | 52 | 195 | 134 |
| 2 SAT. 9.00P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SUN. | 22 | 182 | 181 | A | 14.5 | 21 | 1182 | 1917 | 719 | 267 | 778 | 243 | 420 | 408 | 338 | 293 | 607 | 191 | 358 | 343 | 282 | 201 | 235 | 108 | 297 | 205 |
| 1 SUN. 8.54P 1 NBC N | | 93 | 93 | B | 14.7 | 21 | 1198 | 2049 | 715 | 280 | 795 | 282 | 475 | 403 | 351 | 269 | 676 | 240 | 428 | 387 | 330 | 199 | 228 | 91 | 350 | 233 |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-M-F | 51 | 180 | 175 | A | 14.0 | 22 | 1141 | 1701 | 766 | 257 | 839 | 244 | 465 | 426 | 389 | 321 | 543 | 174 | 310 | 279 | 248 | 199 | 119 | 63 | 200 | 132 |
| 1 MON. 9.47P 1 NBC N | | 92 | 89 | B | 13.9 | 21 | 1133 | 1749 | 764 | 281 | 843 | 257 | 450 | 413 | 392 | 325 | 596 | 191 | 334 | 316 | 281 | 217 | 137 | 65 | 173 | 125 |
| 1 WED. 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.54P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-SAT. | 6 | | 172 | A | 11.2 | 18 | 913 | 1618 | 647 | 272 | 794 | 206^ | 408 | 377 | 378 | 334 | 599 | 194^ | 343 | 272 | 290 | 224^ | 137^ | 83^ | 88^ | 55v |
| 2 SAT. 9.58P 1 NBC N | | | 91 | B | 10.1 | 17 | 823 | 1745 | 727 | 263 | 853 | 234 | 419 | 373 | 413 | 368 | 609 | 158 | 298 | 307 | 341 | 253 | 125 | 58 | 158 | 102 |
| NBC NEWS UPDATE-2-SUN. | 10 | 191 | | A | 21.2 | 31 | 1728 | 1648 | 796 | 243 | 839 | 236 | 432 | 402 | 387 | 350 | 599 | 168 | 295 | 296 | 273 | 252 | 131^ | 73^ | 79^ | 46^ |
| 1 SUN. 9.58P 1 NBC N | | 95 | | B | 15.0 | 22 | 1223 | 1812 | 741 | 294 | 799 | 266 | 478 | 450 | 381 | 259 | 730 | 261 | 462 | 423 | 363 | 213 | 158 | 66 | 125 | 90 |
| NBC NIGHTLY NEWS-SAT. | 20 | 166 | 162 | A | 9.4 | 18 | 766 | 1585 | 686 | 219 | 743 | 145^ | 283 | 259 | 330 | 407 | 694 | 187 | 339 | 309 | 307 | 314 | 66^ | 50^ | 82^ | 47^ |
| SAT. 6.30P 30 NBC N | | 87 | 86 | B | 9.4 | 17 | 766 | 1541 | 662 | 207 | 736 | 147 | 288 | 284 | 355 | 391 | 664 | 164 | 301 | 297 | 331 | 308 | 47 | 21 | 94 | 60 |
| NBC NIGHTLY NEWS-SUN. | 14 | 166 | 169 | A | 9.2 | 17 | 750 | 1612 | 708 | 236 | 778 | 140^ | 351 | 349 | 411 | 363 | 656 | 173 | 349 | 350 | 314 | 275 | 91^ | 38v | 87^ | 82^ |
| SUN. 6.30P 30 NBC N | | 84 | 84 | B | 8.2 | 14 | 668 | 1576 | 736 | 234 | 791 | 174 | 320 | 301 | 346 | 405 | 624 | 172 | 286 | 265 | 265 | 299 | 76 | 38 | 85 | 64 |
| NBC NIGHTLY NEWS | 107 | 210 | 210 | A | 13.4 | 23 | 1092 | 1553 | 760 | 222 | 817 | 171 | 320 | 302 | 370 | 442 | 586 | 141 | 245 | 254 | 267 | 292 | 64 | 42^ | 86 | 59 |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 13.1 | 23 | 1068 | 1581 | 732 | 211 | 797 | 160 | 301 | 293 | 362 | 436 | 630 | 147 | 264 | 269 | 294 | 316 | 64 | 35 | 90 | 61 |
| NBC SUNDAY NIGHT MOVIE | 14 | | 202 | A | 14.6 | 22 | 1190 | 1829 | 710 | 273 | 795 | 287 | 510 | 443 | 402 | 219 | 704 | 300 | 489 | 432 | 342 | 151^ | 193^ | 65^ | 137^ | 106^ |
| 2 SUN. 9.00P 120 NBC FF | | | 99 | B | 16.1 | 24 | 1312 | 1864 | 739 | 285 | 814 | 315 | 523 | 455 | 372 | 229 | 779 | 304 | 520 | 472 | 382 | 205 | 141 | 55 | 130 | 93 |
| 9.00 - 9.30 | | | | A | 15.0 | 22 | 1223 | 1898 | 689 | 289 | 781 | 290 | 506 | 427 | 378 | 214 | 737 | 329 | 505 | 422 | 328 | 165^ | 206 | 75^ | 174^ | 138^ |
| 9.30 - 10.00 | | | | A | 15.5 | 22 | 1263 | 1887 | 697 | 267 | 783 | 288 | 509 | 451 | 387 | 200 | 725 | 319 | 506 | 422 | 338 | 159^ | 221 | 82^ | 158^ | 133^ |
| 10.00 - 10.30 | | | | A | 14.5 | 22 | 1182 | 1742 | 715 | 252 | 787 | 268 | 491 | 434 | 425 | 228 | 681 | 284 | 477 | 442 | 348 | 138^ | 172^ | 58^ | 102^ | 76^ |
| 10.30 - 11.00 | | | | A | 13.4 | 22 | 1092 | 1770 | 744 | 280 | 834 | 301 | 531 | 457 | 430 | 237 | 664 | 262 | 459 | 437 | 351 | 145^ | 168^ | 39v | 104^ | 72^ |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-M-F | 105 | 177 | 173 | A | 16.2 | 24 | 1320 | 1756 | 676 | 252 | 738 | 220 | 383 | 346 | 326 | 313 | 586 | 186 | 325 | 327 | 291 | 210 | 146 | 67 | 286 | 173 |
| 1 MON. 8.57P 2 CBS N | | 93 | 93 | B | 15.9 | 24 | 1296 | 1869 | 708 | 265 | 787 | 254 | 430 | 386 | 363 | 298 | 592 | 207 | 349 | 323 | 286 | 198 | 163 | 68 | 327 | 203 |
| 1 TUE. 8.56P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 W-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 21 | 178 | 176 | A | 12.3 | 20 | 1002 | 2228 | 697 | 222 | 706 | 236 | 428 | 384 | 308 | 251 | 626 | 260 | 448 | 379 | 306 | 163 | 226 | 85^ | 670 | 389 |
| 1 SAT. 8.58P 1 CBS N | | 95 | 95 | B | 14.3 | 23 | 1165 | 2172 | 687 | 251 | 762 | 289 | 484 | 417 | 339 | 234 | 630 | 261 | 435 | 398 | 300 | 154 | 194 | 83 | 586 | 345 |
| 2 SAT. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | 22 | 180 | 180 | A | 19.3 | 28 | 1573 | 1774 | 782 | 361 | 857 | 253 | 445 | 424 | 407 | 348 | 571 | 165 | 300 | 291 | 289 | 221 | 128 | 77 | 218 | 170 |
| SUN. 8.58P 1 CBS N | | 96 | 96 | B | 21.0 | 30 | 1712 | 1795 | 765 | 320 | 858 | 280 | 452 | 402 | 379 | 341 | 576 | 178 | 307 | 292 | 273 | 228 | 144 | 76 | 217 | 154 |
| NURSE | 9 | | 183 | A | 16.9 | 29 | 1377 | 1513 | 854 | 336 | 916 | 256 | 494 | 466 | 401 | 362 | 424 | 153^ | 252 | 204 | 183 | 150^ | 122^ | 109^ | 51^ | 33v |
| 2 THU. 10.00P 60 CBS GD | | | 98 | B | 16.5 | 28 | 1345 | 1547 | 798 | 259 | 911 | 252 | 467 | 416 | 438 | 368 | 435 | 144 | 231 | 218 | 201 | 166 | 112 | 72 | 89 | 69 |
| 10.00 - 10.30 | | | | A | 16.8 | 29 | 1369 | 1488 | 843 | 333 | 900 | 248 | 479 | 461 | 402 | 356 | 419 | 150^ | 239 | 189 | 177 | 159^ | 114^ | 114^ | 55^ | 34v |
| 10.30 - 11.00 | | | | A | 17.1 | 30 | 1394 | 1519 | 852 | 333 | 919 | 260 | 502 | 465 | 397 | 363 | 424 | 155^ | 260 | 217 | 184 | 140^ | 131^ | 105^ | 45^ | 30v |
| ONE DAY AT A TIME | 15 | | 194 | A | 22.0 | 32 | 1793 | 1809 | 806 | 347 | 881 | 265 | 451 | 416 | 423 | 369 | 572 | 161 | 299 | 300 | 292 | 226 | 125^ | 76^ | 231 | 177 |
| 2 SUN. 8.30P 30 CBS CS | | | 99 | B | 22.6 | 33 | 1842 | 1714 | 758 | 310 | 850 | 266 | 415 | 364 | 363 | 368 | 564 | 181 | 286 | 270 | 251 | 240 | 121 | 69 | 179 | 133 |
| ONE OF THE BOYS | 7 | 192 | 197 | A | 13.1 | 22 | 1068 | 1676 | 715 | 297 | 820 | 213 | 359 | 361 | 406 | 365 | 581 | 134 | 238 | 245 | 273 | 301 | 94^ | 52^ | 181 | 93^ |
| SAT. 8.00P 30 NBC CS | | 94 | 98 | B | 14.3 | 24 | 1165 | 1787 | 735 | 288 | 828 | 224 | 370 | 356 | 382 | 370 | 638 | 165 | 293 | 288 | 316 | 293 | 98 | 43 | 223 | 155 |
| OPEN ALL NIGHT | 5 | 194 | 183 | A | 11.6 | 19 | 945 | 1743 | 772 | 297 | 832 | 311 | 481 | 391 | 320 | 305 | 501 | 190 | 314 | 298 | 246 | 135 | 207 | 110^ | 203 | 125^ |
| FRI. 8.30P 30 ABC CS | | 99 | 95 | B | 11.3 | 18 | 921 | 1746 | 762 | 301 | 820 | 290 | 454 | 391 | 324 | 321 | 531 | 206 | 344 | 317 | 255 | 147 | 193 | 109 | 202 | 122 |
| POLICE SQUAD | 1 | | 201 | A | 18.4 | 28 | 1500 | 2041 | 624 | 218 | 679 | 245 | 437 | 395 | 326 | 200 | 658 | 331 | 478 | 390 | 265 | 149^ | 215 | 117^ | 489 | 349 |
| 2 THU. 8.00P 30 ABC CS | | | 99 | B | 18.4 | 28 | 1500 | 2041 | 624 | 218 | 679 | 245 | 437 | 395 | 326 | 200 | 658 | 331 | 478 | 390 | 265 | 149 | 215 | 117 | 489 | 349 |
| PRIVATE BENJAMIN | 6 | | 192 | A | 15.8 | 23 | 1288 | 1943 | 673 | 283 | 742 | 210 | 458 | 420 | 386 | 254 | 605 | 274 | 410 | 344 | 247 | 166^ | 187 | 90^ | 409 | 306 |
| 2 MON. 8.30P 30 CBS CS | | | 99 | B | 16.6 | 23 | 1353 | 1949 | 683 | 286 | 748 | 253 | 434 | 390 | 345 | 255 | 604 | 217 | 369 | 350 | 284 | 191 | 219 | 112 | 378 | 268 |
| QUINCY, M.E. | 16 | 200 | 186 | A | 16.2 | 26 | 1320 | 1660 | 734 | 273 | 817 | 234 | 439 | 417 | 392 | 302 | 639 | 277 | 408 | 402 | 279 | 169 | 113 | 45^ | 91^ | 71^ |
| WED. 10.00P 60 NBC OP | | 99 | 94 | B | 17.0 | 28 | 1386 | 1622 | 758 | 296 | 827 | 305 | 511 | 462 | 375 | 255 | 613 | 264 | 415 | 373 | 266 | 162 | 116 | 46 | 66 | 47 |
| 10.00 - 10.30 | | | | A | 16.1 | 26 | 1312 | 1649 | 746 | 278 | 827 | 236 | 446 | 424 | 399 | 302 | 612 | 262 | 384 | 391 | 269 | 163 | 105 | 38^ | 105 | 80^ |
| 10.30 - 11.00 | | | | A | 16.3 | 27 | 1328 | 1660 | 725 | 266 | 805 | 231 | 427 | 406 | 383 | 304 | 663 | 291 | 427 | 411 | 287 | 175 | 118 | 52^ | 74^ | 61^ |
| REAL PEOPLE | 21 | 207 | 214 | A | 20.8 | 32 | 1695 | 1870 | 766 | 267 | 845 | 220 | 375 | 372 | 400 | 391 | 659 | 182 | 322 | 310 | 323 | 281 | 120 | 72 | 246 | 162 |
| WED. 8.00P 60 NBC PV | | 98 | 99 | B | 20.0 | 30 | 1630 | 1806 | 757 | 279 | 841 | 218 | 388 | 367 | 394 | 386 | 637 | 168 | 303 | 300 | 314 | 274 | 124 | 62 | 204 | 142 |
| 8.00 - 8.30 | | | | A | 20.2 | 32 | 1646 | 1874 | 757 | 263 | 838 | 221 | 375 | 369 | 396 | 388 | 656 | 172 | 316 | 308 | 326 | 283 | 128 | 79 | 252 | 166 |
| 8.30 - 9.00 | | | | A | 21.5 | 33 | 1752 | 1851 | 770 | 268 | 848 | 219 | 374 | 374 | 402 | 390 | 652 | 187 | 322 | 307 | 319 | 276 | 111 | 63^ | 240 | 159 |
| RINGLING BROS. CIRCUS(S) | | | 194 | A | 14.8 | 23 | 1206 | 1810 | 749 | 231 | 789 | 241 | 335 | 275 | 305 | 413 | 531 | 183^ | 247 | 210 | 203 | 241 | 116^ | 64^ | 374 | 191^ |
| 2 WED. 8.00P 60 CBS GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.0 | 24 | 1223 | 1772 | 750 | 212 | 783 | 241 | 331 | 278 | 306 | 411 | 526 | 182^ | 253 | 209 | 204 | 232 | 100^ | 54^ | 363 | 182^ |
| 8.30 - 9.00 | | | | A | 14.6 | 22 | 1190 | 1839 | 749 | 247 | 793 | 241 | 337 | 268 | 302 | 416 | 533 | 182^ | 239 | 208 | 204 | 250 | 129^ | 72^ | 384 | 200 |
| ROY ACUFF-KING-CNTRY MUS.(S) | | | 203 | A | 17.2 | 26 | 1402 | 1743 | 801 | 258 | 863 | 143^ | 340 | 384 | 504 | 439 | 713 | 170^ | 332 | 359 | 413 | 293 | 87^ | 56^ | 80^ | 67^ |
| 2 MON. 9.00P 120 NBC PC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.9 | 24 | 1377 | 1786 | 791 | 225 | 856 | 170^ | 356 | 373 | 457 | 427 | 673 | 152^ | 295 | 361 | 407 | 282 | 125^ | 84^ | 132^ | 92^ |
| 9.30 - 10.00 | | | | A | 17.8 | 26 | 1451 | 1788 | 799 | 274 | 867 | 143^ | 331 | 370 | 488 | 449 | 722 | 173 | 327 | 372 | 420 | 297 | 101^ | 65^ | 98^ | 84^ |
| 10.00 - 10.30 | | | | A | 17.8 | 28 | 1451 | 1721 | 814 | 257 | 871 | 137^ | 346 | 400 | 534 | 439 | 724 | 173 | 349 | 358 | 413 | 289 | 73^ | 49^ | 53^ | 53^ |
| 10.30 - 11.00 | | | | A | 16.3 | 27 | 1328 | 1667 | 798 | 272 | 860 | 120^ | 325 | 395 | 536 | 447 | 720 | 168^ | 345 | 340 | 410 | 303 | 49^ | 26v | 38v | 38v |
| SIMON & SIMON | 10 | | 186 | A | 13.3 | 20 | 1084 | 1912 | 634 | 223 | 675 | 210^ | 407 | 336 | 350 | 232 | 723 | 222 | 371 | 390 | 383 | 277 | 176^ | 60^ | 338 | 256 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SIMON & SIMON-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 8.00P 60 CBS PD | | | 98 | B | 14.6 | 22 | 1190 | 1834 | 696 | 265 | 766 | 221 | 416 | 385 | 376 | 288 | 671 | 227 | 374 | 343 | 321 | 237 | 163 | 45 | 234 | 168 |
| 8.00 - 8.30 | | | | A | 12.9 | 20 | 1051 | 1885 | 637 | 213^ | 684 | 200^ | 396 | 334 | 356 | 256 | 705 | 221^ | 360 | 377 | 360 | 279 | 155^ | 61^ | 341 | 252 |
| 8.30 - 9.00 | | | | A | 13.8 | 21 | 1125 | 1913 | 627 | 228 | 660 | 216 | 409 | 332 | 343 | 209^ | 729 | 218 | 375 | 400 | 400 | 274 | 192^ | 56^ | 332 | 256 |
| 60 MINUTES | 22 | 204 | 203 | A | 27.3 | 44 | 2225 | 1647 | 734 | 287 | 784 | 145 | 334 | 363 | 408 | 372 | 712 | 170 | 369 | 397 | 387 | 275 | 66 | 35^ | 85 | 60 |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 28.1 | 43 | 2290 | 1724 | 738 | 276 | 801 | 201 | 367 | 366 | 381 | 367 | 734 | 208 | 377 | 376 | 362 | 298 | 79 | 32 | 110 | 75 |
| 7.00 - 7.30 | | | | A | 26.0 | 43 | 2119 | 1647 | 726 | 283 | 776 | 141 | 328 | 355 | 401 | 373 | 715 | 160 | 373 | 400 | 399 | 278 | 69 | 32^ | 87 | 60 |
| 7.30 - 8.00 | | | | A | 28.5 | 44 | 2323 | 1647 | 739 | 288 | 789 | 149 | 340 | 370 | 413 | 369 | 708 | 173 | 364 | 392 | 379 | 275 | 68 | 38^ | 82 | 59 |
| STRIKE FORCE | 14 | 198 | 181 | A | 13.5 | 24 | 1100 | 1715 | 666 | 200 | 749 | 257 | 468 | 401 | 384 | 211 | 676 | 237 | 425 | 429 | 348 | 187 | 145 | 52^ | 145 | 126 |
| FRI. 10.00P 60 ABC OP | | 99 | 94 | B | 13.1 | 23 | 1068 | 1710 | 661 | 270 | 733 | 268 | 507 | 451 | 385 | 173 | 661 | 237 | 441 | 419 | 349 | 171 | 164 | 71 | 152 | 119 |
| 10.00 - 10.30 | | | | A | 13.0 | 22 | 1060 | 1727 | 665 | 201 | 744 | 250 | 465 | 410 | 389 | 203 | 675 | 247 | 437 | 434 | 342 | 179 | 151 | 54^ | 157 | 136 |
| 10.30 - 11.00 | | | | A | 14.1 | 25 | 1149 | 1682 | 660 | 195 | 745 | 257 | 463 | 393 | 379 | 214 | 663 | 221 | 407 | 421 | 353 | 188 | 140 | 51^ | 134 | 114 |
| SUCCESS:IT CAN BE YOURS(S) | | | 174 | A | 9.3 | 15 | 758 | 1799 | 714 | 174^ | 787 | 324 | 497 | 378 | 301^ | 238^ | 617 | 302^ | 406 | 358 | 225^ | 168^ | 225^ | 117^ | 170^ | 134^ |
| 2 FRI. 9.00P 60 ABC PV | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 9.5 | 15 | 774 | 1897 | 744 | 194^ | 835 | 366 | 537 | 395 | 298^ | 245^ | 600 | 279^ | 389 | 336 | 230^ | 171^ | 275^ | 141^ | 187^ | 136^ |
| 9.30 - 10.00 | | | | A | 9.1 | 15 | 742 | 1678 | 680 | 153^ | 732 | 279^ | 451 | 356 | 298^ | 232^ | 627 | 325 | 421 | 375 | 217^ | 161^ | 168^ | 91^ | 151^ | 130^ |
| SUZANNE SOMERS SPECIAL(S) | | 201 | | A | 17.9 | 27 | 1459 | 1571 | 672 | 251 | 753 | 244 | 447 | 427 | 374 | 225 | 623 | 242 | 407 | 401 | 282 | 156^ | 130^ | 41^ | 65^ | 45^ |
| 1 MON. 10.00P 60 CBS GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 18.5 | 27 | 1508 | 1579 | 679 | 256 | 761 | 246 | 457 | 433 | 379 | 229 | 619 | 238 | 398 | 398 | 280 | 159 | 130^ | 42^ | 69^ | 39v |
| 10.30 - 11.00 | | | | A | 17.3 | 27 | 1410 | 1557 | 662 | 244 | 741 | 238 | 430 | 420 | 371 | 221 | 621 | 243 | 413 | 402 | 283 | 149^ | 133^ | 41v | 62^ | 49^ |
| TAXI | 20 | 203 | 204 | A | 16.2 | 25 | 1320 | 1619 | 716 | 367 | 751 | 353 | 495 | 426 | 277 | 204 | 651 | 298 | 463 | 392 | 272 | 157 | 145 | 67^ | 72^ | 58^ |
| THU. 9.30P 30 ABC CS | | 99 | 99 | B | 16.3 | 26 | 1328 | 1662 | 707 | 326 | 768 | 348 | 514 | 425 | 325 | 201 | 648 | 313 | 454 | 406 | 266 | 149 | 128 | 60 | 118 | 88 |
| THAT'S INCREDIBLE | 22 | 200 | 204 | A | 16.7 | 24 | 1361 | 1816 | 646 | 266 | 666 | 187 | 358 | 356 | 370 | 243 | 646 | 200 | 392 | 370 | 356 | 203 | 239 | 86^ | 265 | 174 |
| MON. 8.00P 60 ABC PV | | 99 | 99 | B | 18.6 | 28 | 1516 | 1875 | 655 | 264 | 705 | 230 | 414 | 378 | 353 | 235 | 722 | 257 | 445 | 408 | 351 | 212 | 165 | 55 | 283 | 196 |
| 8.00 - 8.30 | | | | A | 15.6 | 23 | 1271 | 1790 | 650 | 264 | 671 | 177 | 350 | 354 | 379 | 253 | 653 | 201 | 389 | 360 | 356 | 214 | 219 | 85^ | 247 | 157 |
| 8.30 - 9.00 | | | | A | 17.9 | 25 | 1459 | 1822 | 634 | 265 | 654 | 193 | 359 | 355 | 359 | 231 | 636 | 196 | 393 | 375 | 352 | 194 | 256 | 86 | 276 | 185 |
| THAT'S INCREDIBLE SPECIAL(S) | | 201 | | A | 17.6 | 27 | 1434 | 1927 | 685 | 205 | 813 | 289 | 459 | 449 | 328 | 297 | 601 | 170 | 378 | 386 | 346 | 192 | 124^ | 39v | 389 | 273 |
| 1 THU. 8.00P 60 ABC PV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 17.1 | 27 | 1394 | 1923 | 642 | 203 | 777 | 284 | 429 | 413 | 300 | 295 | 604 | 179 | 389 | 387 | 344 | 188 | 125^ | 43^ | 417 | 298 |
| 8.30 - 9.00 | | | | A | 18.0 | 28 | 1467 | 1936 | 727 | 208 | 850 | 293 | 488 | 484 | 354 | 300 | 601 | 161 | 368 | 387 | 352 | 196 | 122^ | 35v | 363 | 253 |
| THREE'S COMPANY | 20 | 205 | 201 | A | 23.4 | 35 | 1907 | 1823 | 715 | 256 | 815 | 335 | 503 | 425 | 330 | 239 | 550 | 271 | 381 | 292 | 204 | 138 | 225 | 110 | 233 | 167 |
| TUE. 9.00P 30 ABC CS | | 99 | 98 | B | 23.7 | 35 | 1932 | 1836 | 712 | 307 | 798 | 341 | 525 | 422 | 331 | 224 | 536 | 238 | 367 | 304 | 230 | 133 | 255 | 133 | 247 | 181 |
| TODAY'S FBI | 17 | 201 | 199 | A | 16.7 | 25 | 1361 | 1945 | 748 | 325 | 790 | 263 | 457 | 420 | 420 | 259 | 758 | 247 | 472 | 455 | 439 | 222 | 160 | 45^ | 237 | 165 |
| SUN. 8.00P 60 ABC OP | | 99 | 99 | B | 16.6 | 24 | 1353 | 1926 | 710 | 305 | 780 | 251 | 474 | 445 | 408 | 240 | 780 | 287 | 504 | 462 | 404 | 212 | 149 | 56 | 217 | 148 |
| 8.00 - 8.30 | | | | A | 15.6 | 24 | 1271 | 1980 | 762 | 335 | 802 | 269 | 469 | 432 | 422 | 263 | 736 | 229 | 455 | 446 | 438 | 217 | 161 | 42^ | 281 | 190 |
| 8.30 - 9.00 | | | | A | 17.8 | 26 | 1451 | 1903 | 737 | 315 | 779 | 259 | 447 | 409 | 417 | 254 | 773 | 263 | 485 | 461 | 435 | 223 | 154 | 44^ | 197 | 142 |
| TOO CLOSE FOR COMFORT | 18 | 205 | 201 | A | 22.9 | 35 | 1866 | 1765 | 739 | 265 | 842 | 353 | 530 | 436 | 343 | 245 | 556 | 268 | 386 | 305 | 210 | 133 | 202 | 108 | 165 | 121 |
| TUE. 9.30P 30 ABC CS | | 99 | 98 | B | 22.5 | 34 | 1834 | 1786 | 732 | 316 | 820 | 352 | 541 | 434 | 341 | 226 | 536 | 245 | 376 | 307 | 225 | 125 | 232 | 124 | 198 | 146 |
| TRAPPER JOHN, M.D. | 17 | | 191 | A | 19.8 | 31 | 1614 | 1691 | 945 | 354 | 1095 | 343 | 566 | 448 | 450 | 473 | 472 | 110^ | 222 | 201 | 218 | 232 | 52^ | 33v | 72^ | 49^ |
| 2 SUN. 10.00P 60 CBS GD | | | 99 | B | 21.0 | 34 | 1712 | 1599 | 789 | 315 | 899 | 296 | 487 | 414 | 389 | 353 | 515 | 171 | 283 | 267 | 230 | 195 | 109 | 56 | 76 | 62 |
| 10.00 - 10.30 | | | | A | 20.2 | 31 | 1646 | 1690 | 937 | 364 | 1092 | 343 | 558 | 441 | 441 | 475 | 472 | 105^ | 218 | 213 | 225 | 228 | 54^ | 36^ | 72^ | 52^ |
| 10.30 - 11.00 | | | | A | 19.4 | 32 | 1581 | 1683 | 959 | 346 | 1100 | 345 | 575 | 454 | 456 | 471 | 469 | 114^ | 225 | 189 | 212 | 235 | 42^ | 26v | 72^ | 45^ |
| 20/20 | 18 | 200 | 203 | A | 15.1 | 25 | 1231 | 1406 | 766 | 339 | 813 | 286 | 442 | 456 | 382 | 264 | 488 | 164 | 275 | 272 | 238 | 159 | 82^ | 41^ | 23v | 18v |
| THU. 10.00P 60 ABC DN | | 99 | 99 | B | 15.3 | 26 | 1247 | 1511 | 729 | 301 | 776 | 276 | 467 | 425 | 387 | 238 | 605 | 218 | 370 | 343 | 287 | 183 | 87 | 37 | 43 | 33 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL | FEM. | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 20/20-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.3 | 25 | 1247 | 1390 | 759 | 331 | 803 | 282 | 436 | 448 | 372 | 269 | 478 | 167 | 277 | 260 | 228 | 159 | 84^ | 41^ | 25^ | 19v |
| 10.30 - 11.00 | | | | A | 15.0 | 26 | 1223 | 1409 | 768 | 342 | 819 | 287 | 445 | 464 | 392 | 258 | 496 | 159 | 272 | 279 | 247 | 160 | 76^ | 40^ | 18v | 16v |
| TV'S CENSORED BLOOPERS #3(S) | | 208 | | A | 23.0 | 36 | 1875 | 1708 | 847 | 305 | 888 | 261 | 487 | 456 | 431 | 342 | 616 | 215 | 379 | 349 | 296 | 194 | 146 | 81^ | 58^ | 42^ |
| 1 SUN. 10.00P 60 NBC CV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 23.1 | 35 | 1883 | 1729 | 849 | 304 | 892 | 261 | 486 | 457 | 430 | 344 | 629 | 223 | 383 | 357 | 294 | 201 | 148 | 82^ | 60^ | 44^ |
| 10.30 - 11.00 | | | | A | 22.9 | 37 | 1866 | 1683 | 844 | 305 | 883 | 262 | 486 | 455 | 429 | 338 | 604 | 205 | 372 | 340 | 300 | 188 | 144 | 80^ | 52^ | 38^ |
| TWO OF US | 5 | 184 | | A | 10.6 | 16 | 864 | 1579 | 724 | 375 | 868 | 393 | 515 | 374 | 291 | 279 | 540 | 179^ | 296 | 292 | 249^ | 166^ | 67v | 48v | 104^ | 60v |
| 1 WED. 8.30P 30 CBS CS | | 96 | | B | 12.9 | 19 | 1051 | 1746 | 729 | 357 | 833 | 321 | 473 | 361 | 327 | 301 | 565 | 223 | 335 | 286 | 234 | 178 | 149 | 81 | 199 | 132 |
| WALT DISNEY | 21 | 193 | 189 | A | 15.3 | 25 | 1247 | 2198 | 714 | 231 | 730 | 257 | 433 | 382 | 299 | 258 | 636 | 269 | 449 | 391 | 312 | 152 | 191 | 82^ | 641 | 422 |
| SAT. 8.00P 60 CBS FV | | 99 | 98 | B | 17.2 | 28 | 1402 | 2228 | 681 | 254 | 749 | 287 | 477 | 423 | 337 | 221 | 635 | 266 | 430 | 396 | 298 | 156 | 198 | 83 | 646 | 387 |
| 8.00 - 8.30 | | | | A | 15.0 | 25 | 1223 | 2146 | 709 | 216 | 725 | 244 | 412 | 371 | 288 | 273 | 637 | 273 | 442 | 378 | 304 | 158 | 179 | 76^ | 605 | 397 |
| 8.30 - 9.00 | | | | A | 15.6 | 25 | 1271 | 2234 | 706 | 241 | 721 | 266 | 449 | 391 | 301 | 239 | 630 | 259 | 451 | 400 | 319 | 145 | 209 | 90^ | 674 | 446 |
| WKRP IN CINCINNATI | 5 | 191 | | A | 13.2 | 21 | 1076 | 1746 | 789 | 354 | 885 | 365 | 506 | 398 | 331 | 297 | 614 | 227 | 368 | 340 | 304 | 159^ | 90^ | 48v | 157^ | 78^ |
| 1 WED. 8.00P 30 CBS CS | | 97 | | B | 15.2 | 23 | 1239 | 1777 | 716 | 319 | 814 | 308 | 460 | 373 | 323 | 293 | 613 | 267 | 389 | 334 | 256 | 169 | 130 | 66 | 220 | 138 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC MOVIE OF THE WEEK | 9 | 157 | 158 | A | 3.2 | 15 | 261 | 943 | 438^ | 181^ | 576 | 234^ | 342^ | 253^ | 238^ | 204^ | 326^ | 108v | 273^ | 193^ | 206^ | 53v | 41v | 19v | LT | LT |
| 1 MON. 12.00M 71 ABC FF | | 91 | 91 | B | 3.2 | 14 | 261 | 1003 | 449 | 175 | 542 | 227 | 399 | 293 | 254 | 127 | 427 | 185 | 291 | 223 | 201 | 97 | 29 | LT | LT | LT |
| 2 MON. 12.04A 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS TOTAL | FEM. | CHILDREN TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 12.00 - 12.30 | | | | A | 3.4 | 13 | 277 | 1007 | 516 | 170^ | 625 | 209^ | 379^ | 314^ | 300^ | 228^ | 354^ | 91v | 267^ | 190^ | 237^ | 87v | 28v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.2 | 16 | 261 | 893 | 383^ | 191^ | 555 | 264^ | 329^ | 219^ | 199^ | 187^ | 287^ | 92v | 249^ | 184^ | 195^ | 38v | 51v | 31v | LT | LT |
| ABC MOVIE OF THE WEEK-2 | 4 | 157 | | A | 2.3 | 16 | 187 | 866^ | 321v | 369^ | 476^ | 166v | 208v | 273v | 310v | 133v | 326^ | 177v | 326^ | 193v | 149v | LT | 64v | LT | LT | LT |
| 1 MON. 1.11A 14 ABC FF | | 91 | | B | 2.4 | 16 | 196 | 710 | 318 | 177 | 357 | 112 | 270 | 233 | 231 | 64 | 342 | 156 | 299 | 201 | 160 | 43 | LT | LT | LT | LT |
| ABC NEWS:NIGHTLINE | 90 | 187 | 185 | A | 7.1 | 20 | 579 | 1273 | 615 | 197 | 683 | 177 | 348 | 317 | 359 | 277 | 548 | 177 | 333 | 281 | 275 | 182 | 23v | 13v | 19v | 16v |
| 1 M-F 11.30P 30 ABC N | | 96 | 96 | B | 7.2 | 20 | 587 | 1354 | 600 | 205 | 650 | 185 | 350 | 331 | 340 | 243 | 633 | 200 | 368 | 337 | 320 | 214 | 55 | 21 | 16 | 12 |
| 2 MON. 11.30P 34 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU-F 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.2 | 20 | 587 | 1269 | 611 | 195 | 677 | 172 | 344 | 317 | 361 | 274 | 544 | 175 | 329 | 279 | 272 | 182 | 27v | 16v | 21v | 17v |
| ABC WEEKEND REPORT-SAT. | 21 | 167 | 162 | A | 7.2 | 15 | 587 | 1247 | 566 | 104^ | 598 | 159^ | 298 | 326 | 308 | 238 | 590 | 222 | 365 | 409 | 264 | 163^ | 20v | 20v | 39v | 39v |
| SAT. 11.00P 15 ABC N | | 91 | 90 | B | 6.5 | 13 | 530 | 1434 | 628 | 223 | 682 | 230 | 400 | 359 | 322 | 219 | 617 | 260 | 410 | 370 | 269 | 152 | 80 | 44 | 55 | 45 |
| ABC WEEKEND REPORT-SUN. | 22 | 169 | 172 | A | 4.7 | 12 | 383 | 1321 | 538 | 230^ | 601 | 261^ | 430 | 367 | 249^ | 144^ | 679 | 273^ | 508 | 430 | 350 | 134^ | LT | LT | 31v | 26v |
| 1 SUN. 11.41P 15 ABC N | | 93 | 93 | B | 5.1 | 12 | 416 | 1356 | 541 | 195 | 575 | 205 | 352 | 342 | 287 | 168 | 708 | 270 | 526 | 479 | 359 | 149 | 60 | 21 | 13 | LT |
| 2 SUN. 11.00P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS SPEC. RPT-11.30P(S) | | 148 | | A | 6.2 | 16 | 505 | 1584 | 774 | 352^ | 800 | 262^ | 541 | 483 | 437^ | 199^ | 613 | 133^ | 369^ | 388^ | 419^ | 172^ | 84v | 27v | 87v | 79v |
| 1 SAT. 11.30P 38 CBS N | | 90 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.2 | 16 | 505 | 1638 | 767 | 365^ | 801 | 264^ | 555 | 490 | 460^ | 182^ | 631 | 141^ | 382^ | 395^ | 432^ | 177^ | 97v | 35v | 109v | 99v |
| CBS SUNDAY NEWS-OSGOOD | 23 | 128 | 128 | A | 6.5 | 13 | 530 | 1370 | 788 | 251 | 843 | 216^ | 381 | 352 | 367 | 395 | 527 | 199^ | 323 | 290 | 231 | 189^ | LT | LT | LT | LT |
| SUN. 11.00P 15 CBS N | | 72 | 72 | B | 6.7 | 14 | 546 | 1391 | 720 | 225 | 786 | 203 | 369 | 340 | 355 | 367 | 550 | 173 | 295 | 267 | 238 | 231 | 39 | 17 | 16 | 12 |
| DAVID LETTERMAN I | 20 | 188 | 189 | A | 3.0 | 15 | 245 | 1192 | 604 | 236^ | 649 | 294 | 420 | 319 | 237^ | 200^ | 506 | 269 | 421 | 318 | 184^ | 78^ | 37v | LT | LT | LT |
| M-TH 12.30A 30 NBC GV | | 95 | 94 | B | 3.2 | 16 | 261 | 1253 | 571 | 224 | 644 | 310 | 432 | 305 | 228 | 188 | 561 | 286 | 432 | 362 | 214 | 92 | 38 | LT | LT | LT |
| DAVID LETTERMAN II | 20 | 188 | 190 | A | 2.1 | 14 | 171 | 982 | 491 | 222^ | 555 | 345 | 409 | 269^ | 151^ | 117^ | 403 | 286^ | 339^ | 192^ | 70v | 53v | LT | LT | LT | LT |
| 1 MTUTH 1.00A 27 NBC GV | | 95 | 95 | B | 2.2 | 14 | 179 | 1089 | 467 | 212 | 558 | 315 | 399 | 236 | 168 | 143 | 493 | 260 | 393 | 319 | 188 | 59 | 38 | LT | LT | LT |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |


KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



## AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | 1.00A | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MWTH | 1.00A | 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. | 1.00A | 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND-12.00 | | | | | 22 | 162 | 157 | A | 3.3 | 16 | 269 | 911 | 268^ | 223^ | 390^ | 171^ | 253^ | 194^ | 167^ | 103v | 513 | 242^ | 398^ | 267^ | 238^ | 97v | LT | LT | LT | LT |
| TUE. | 12.00M | 69 | ABC | A | | 92 | 92 | B | 3.3 | 16 | 269 | 1008 | 399 | 182 | 487 | 211 | 322 | 251 | 229 | 123 | 442 | 217 | 344 | 256 | 184 | 83 | 65 | 41 | LT | LT |
| 12.00 - 12.30 | | | | | | | | A | 3.2 | 13 | 261 | 916 | 283^ | 218^ | 391^ | 134^ | 234^ | 226^ | 218^ | 96v | 510 | 211^ | 372^ | 234^ | 276^ | 130^ | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | | | | | A | 3.4 | 18 | 277 | 906 | 271^ | 231^ | 383^ | 199^ | 260^ | 173^ | 126^ | 105v | 516 | 267^ | 415^ | 278^ | 210^ | 76v | LT | LT | LT | LT |
| FRIDAYS | | | | | 21 | 172 | 171 | A | 5.0 | 18 | 408 | 1196 | 311 | 174^ | 426 | 223^ | 386 | 266^ | 203^ | 40v | 586 | 422 | 537 | 382 | 164^ | 35v | 167^ | 157^ | 17v | 17v |
| FRI. | 12.00M | 71 | ABC | GV | | 95 | 95 | B | 4.9 | 18 | 399 | 1476 | 471 | 232 | 549 | 283 | 453 | 328 | 232 | 71 | 631 | 397 | 548 | 407 | 206 | 54 | 260 | 132 | 36 | 33 |
| 12.00 - 12.30 | | | | | | | | A | 5.6 | 17 | 456 | 1243 | 323 | 206^ | 434 | 219^ | 382 | 261^ | 215^ | 52v | 600 | 402 | 522 | 391 | 198^ | 49v | 173^ | 153^ | 36v | 36v |
| 12.30 - 1.00 | | | | | | | | A | 4.7 | 18 | 383 | 1191 | 313^ | 149^ | 433 | 234^ | 399 | 276^ | 199^ | 34v | 593 | 452 | 574 | 389 | 141^ | 19v | 165^ | 165^ | LT | LT |
| FRIDAYS-PART 2 | | | | | 18 | 173 | 172 | A | 3.9 | 18 | 318 | 1107 | 242^ | 107^ | 336^ | 170^ | 318^ | 248^ | 166^ | 18v | 611 | 457 | 589 | 399 | 154^ | 22v | 160^ | 160^ | LT | LT |
| 1 FRI. | 1.11A | 6 | ABC | GV | | 96 | 96 | B | 3.8 | 18 | 310 | 1284 | 419 | 242 | 481 | 284 | 430 | 277 | 179 | 40 | 588 | 396 | 547 | 392 | 185 | 19 | 201 | 106 | LT | LT |
| 2 FRI. | 1.11A | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | | | | | 116 | 160 | 160 | A | 6.2 | 21 | 505 | 1364 | 641 | 263 | 711 | 274 | 491 | 412 | 362 | 184 | 562 | 222 | 384 | 369 | 296 | 120 | 59^ | 29v | 32^ | 30v |
| 1 M & TH | 11.30P | 71 | CBS | FF | | 87 | 88 | B | 6.4 | 22 | 522 | 1347 | 653 | 264 | 746 | 297 | 506 | 428 | 357 | 179 | 521 | 229 | 369 | 325 | 244 | 112 | 60 | 29 | 20 | 16 |
| TUE. | 11.30P | 73 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | 11.55P | 68 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | 11.30P | 81 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTHF | 11.30P | 71 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. | 11.30P | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | A | 6.6 | 19 | 538 | 1379 | 649 | 254 | 724 | 252 | 477 | 418 | 378 | 204 | 557 | 201 | 359 | 340 | 309 | 144 | 63^ | 39^ | 35^ | 30^ |
| 12.00 - 12.30 | | | | | | | | A | 6.2 | 23 | 505 | 1370 | 646 | 260 | 706 | 274 | 492 | 407 | 360 | 181 | 576 | 234 | 402 | 389 | 300 | 113^ | 58^ | 25v | 30v | 30v |
| 12.30 - 1.00 | | | | | | | | A | 5.5 | 24 | 448 | 1384 | 683 | 317 | 696 | 318 | 531 | 409 | 357 | 165^ | 605 | 285 | 477 | 473 | 320 | 77^ | 66v | 34v | 17v | 17v |
| LATE MOVIE II | | | | | 116 | 161 | 160 | A | 4.5 | 26 | 367 | 1262 | 577 | 296 | 640 | 313 | 491 | 386 | 289 | 120^ | 538 | 235 | 379 | 364 | 256 | 94^ | 52^ | 22v | 32v | 32v |
| 1 MON. | 12.41A | 48 | CBS | FF | | 88 | 88 | B | 4.4 | 25 | 359 | 1231 | 531 | 226 | 635 | 291 | 469 | 373 | 286 | 119 | 523 | 238 | 394 | 346 | 245 | 90 | 56 | 25 | 17 | LT |
| TUE. | 12.43A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. | 1.03A | 49 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. | 12.41A | 52 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | 12.51A | 36 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TH | 12.41A | 44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. | 12.45A | 44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. | 12.41A | 49 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | A | 4.3 | 27 | 350 | 1280 | 568 | 292 | 637 | 315 | 486 | 383 | 285 | 125^ | 568 | 257 | 399 | 381 | 260 | 102^ | 46^ | 20v | 29v | 29v |
| 1.30 - 2.00 | | | | | | | | A | 4.5 | 36 | 367 | 916 | 619^ | 434^ | 619^ | 354^ | 535^ | 391^ | 265^ | 84v | 283^ | 111v | 251^ | 283^ | 172^ | LT | 14v | LT | LT | LT |
| LOVE BOAT-12.00 | | | | | 22 | 163 | 163 | A | 3.4 | 15 | 277 | 1278 | 635 | 299^ | 772 | 398^ | 477 | 375^ | 289^ | 144^ | 365^ | 231^ | 318^ | 224^ | 97v | 40v | 141^ | 32v | LT | LT |
| 1 WED. | 12.00M | 69 | ABC | CS | | 92 | 92 | B | 3.8 | 18 | 310 | 1217 | 533 | 215 | 619 | 283 | 405 | 309 | 261 | 151 | 485 | 257 | 365 | 263 | 168 | 100 | 98 | 46 | LT | LT |
| 2 WED. | 12.00M | 68 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | A | 3.8 | 14 | 310 | 1358 | 651 | 319^ | 767 | 366^ | 474 | 385^ | 307^ | 138^ | 442 | 267^ | 368^ | 277^ | 123^ | 62v | 149^ | 36v | LT | LT |
| 12.30 - 1.00 | | | | | | | | A | 3.1 | 15 | 253 | 1281 | 640 | 297^ | 795 | 435^ | 487 | 367^ | 273^ | 155^ | 333^ | 234^ | 305^ | 197^ | 71v | 28v | 153^ | 39v | LT | LT |
| NBC LATE NIGHT MOVIE | | | | | 21 | 58 | 57 | A | 1.8 | 8 | 147 | 707^ | 360^ | 34v | 354^ | 82v | 150v | 150v | 163v | 204v | 279^ | 197v | 204v | 88v | 33v | 55v | LT | LT | 74v | 74v |
| 1 SUN. | 11.30P | 126 | NBC | FF | | 40 | 41 | B | 1.9 | 7 | 155 | 641 | 296 | 95 | 316 | 124 | 198 | 167 | 148 | 112 | 300 | 156 | 221 | 160 | 104 | 61 | LT | LT | LT | LT |
| 2 SUN. | 11.30P | 121 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | A | 2.1 | 6 | 171 | 1105 | 626^ | 263^ | 655^ | 170v | 328^ | 328^ | 368^ | 327^ | 421^ | 216^ | 292^ | 187^ | 135v | 94v | LT | LT | 29v | 29v |
| 12.00 - 12.30 | | | | | | | | A | 1.9 | 8 | 155 | 1368 | 451^ | 193v | 709^ | 291^ | 348^ | 167v | 283^ | 361^ | 439^ | 285^ | 349^ | 213^ | 109v | 45v | LT | LT | 220^ | 220^ |
| 12.30 - 1.00 | | | | | | | | A | 1.7 | 9 | 139 | 647^ | 344^ | LT | 352^ | 72v | 144v | 144v | 165v | 208v | 252^ | 216v | 216v | 72v | LT | 36v | LT | LT | 43v | 43v |
| 1.00 - 1.30 | | | | | | | | A | 1.6 | 11 | 130 | 608^ | 339^ | LT | 339^ | 69v | 131v | 131v | 155v | 208v | 269^ | 223v | 223v | 69v | LT | 46v | LT | LT | LT | LT |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SATURDAY NIGHT | 18 | 200 | 205 | A | 7.7 | 23 | 628 | 1296 | 413 | 129^ | 464 | 230 | 339 | 241 | 169^ | 100^ | 568 | 328 | 490 | 371 | 216 | 44v | 200 | 67^ | 64^ | 38v |
| 1 SAT. 11.30P 80 NBC GV | | 97 | 98 | B | 8.4 | 24 | 685 | 1549 | 505 | 264 | 578 | 286 | 426 | 311 | 231 | 121 | 679 | 384 | 550 | 427 | 251 | 86 | 231 | 109 | 61 | 55 |
| 2 SAT. 11.30P 81 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.5 | 22 | 693 | 1381 | 464 | 153^ | 517 | 245 | 348 | 247 | 185 | 134^ | 599 | 309 | 480 | 379 | 233 | 81^ | 166^ | 47^ | 99^ | 69^ |
| 12.00 - 12.30 | | | | A | 7.7 | 23 | 628 | 1239 | 384 | 115^ | 433 | 235 | 337 | 237 | 149^ | 78^ | 544 | 335 | 495 | 366 | 209 | 18v | 215 | 75^ | 47v | 18v |
| 12.30 - 1.00 | | | | A | 6.7 | 24 | 546 | 1231 | 365 | 115^ | 409 | 200^ | 325 | 236 | 167^ | 66^ | 548 | 351 | 497 | 361 | 197^ | 20v | 239 | 93^ | 35v | 24v |
| SCTV NETWORK | 19 | 185 | 182 | A | 3.5 | 16 | 285 | 1039 | 411^ | 113^ | 415^ | 207^ | 250^ | 148^ | 119^ | 155^ | 385^ | 260^ | 319^ | 173^ | 105v | 41v | 105v | 98v | 134^ | 134^ |
| 1 FRI. 12.30A 76 NBC GV | | 96 | 97 | B | 3.3 | 15 | 269 | 1146 | 444 | 159 | 474 | 232 | 312 | 214 | 162 | 140 | 520 | 313 | 437 | 304 | 178 | 65 | 104 | 39 | 48 | 43 |
| 2 FRI. 12.30A 81 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 4.3 | 16 | 350 | 1109 | 453 | 97^ | 457 | 162^ | 245^ | 172^ | 157^ | 194^ | 414 | 223^ | 294^ | 197^ | 145^ | 74v | 95^ | 75v | 143^ | 143^ |
| 1.00 - 1.30 | | | | A | 3.3 | 15 | 269 | 1112 | 390^ | 141^ | 390^ | 249^ | 264^ | 123^ | 100v | 118^ | 376^ | 310^ | 339^ | 141^ | 66v | 22v | 156^ | 156^ | 190^ | 190^ |
| 1.30 - 2.00 | | | | A | 2.6 | 16 | 212 | 684^ | 227v | 90v | 227v | 146v | 146v | 146v | LT | 81v | 457^ | 321^ | 457^ | 231v | 136v | LT | LT | LT | LT | LT |
| TONIGHT SHOW | 109 | 211 | 211 | A | 7.6 | 24 | 619 | 1305 | 661 | 218 | 694 | 209 | 361 | 317 | 316 | 275 | 544 | 193 | 340 | 282 | 263 | 167 | 43^ | 11v | 24v | 22v |
| M-F 11.30P 60 NBC GV | | 99 | 99 | B | 7.2 | 23 | 587 | 1354 | 663 | 215 | 712 | 230 | 384 | 338 | 315 | 275 | 559 | 219 | 359 | 313 | 243 | 161 | 63 | 21 | 20 | 16 |
| 11.30 - 12.00 | | | | A | 8.6 | 24 | 701 | 1357 | 689 | 228 | 719 | 211 | 373 | 333 | 333 | 286 | 571 | 202 | 349 | 283 | 272 | 187 | 44^ | 13v | 23^ | 20v |
| 12.00 - 12.30 | | | | A | 6.6 | 24 | 538 | 1219 | 622 | 197 | 654 | 200 | 341 | 292 | 293 | 262 | 502 | 180 | 327 | 276 | 248 | 138 | 39^ | 11v | 24v | 20v |
| VEGA$-12.00 | 20 | 153 | 152 | A | 2.9 | 13 | 236 | 1136 | 442^ | 162^ | 565 | 242^ | 399^ | 262^ | 204^ | 166^ | 484^ | 259^ | 416^ | 318^ | 191^ | 68v | 36v | LT | 51v | 51v |
| THU. 12.00M 69 ABC PD | | 90 | 90 | B | 3.0 | 14 | 245 | 1099 | 440 | 173 | 496 | 189 | 318 | 260 | 227 | 136 | 546 | 235 | 411 | 327 | 246 | 106 | 44 | 20 | LT | LT |
| 12.00 - 12.30 | | | | A | 3.0 | 12 | 245 | 1114 | 465^ | 191^ | 595 | 261^ | 420^ | 265^ | 200^ | 175^ | 436^ | 187^ | 334^ | 302^ | 196^ | 102v | 22v | LT | 61v | 61v |
| 12.30 - 1.00 | | | | A | 2.9 | 15 | 236 | 1242 | 449^ | 165^ | 576 | 241^ | 414^ | 288^ | 216^ | 162^ | 567 | 339^ | 508^ | 334^ | 198^ | 59v | 52v | 22v | 47v | 47v |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | | 191 | A | 7.7 | 20 | 628 | 1374 | 531 | 189^ | 563 | 250^ | 393 | 346^ | 202^ | 139^ | 245^ | 120^ | 159^ | 85v | 67v | 76v | 222^ | 185^ | 344^ | 189^ |
| 2 WED. 4.30P 60 ABC FV | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 7.3 | 21 | 595 | 1328 | 562 | 185^ | 592 | 251^ | 409 | 373^ | 223^ | 147^ | 214^ | 117^ | 152^ | 64v | 44v | 53v | 213^ | 176^ | 309^ | 195^ |
| 5.00 - 5.30 | | | | A | 8.0 | 20 | 652 | 1414 | 506 | 194^ | 537 | 249^ | 379 | 324^ | 181^ | 130^ | 272^ | 121^ | 164^ | 99^ | 89v | 99^ | 228^ | 193^ | 377 | 186^ |
| ABC DAYTIME NEWSBRIEF-M-F | 109 | 177 | 176 | A | 8.1 | 28 | 660 | 1214 | 785 | 195 | 856 | 403 | 610 | 488 | 326 | 206 | 248 | 117 | 175 | 133 | 102 | 53^ | 74^ | 56^ | 36^ | LT |
| M-F 1.57P 2 ABC N | | 94 | 94 | B | 9.1 | 31 | 742 | 1303 | 816 | 232 | 905 | 454 | 658 | 486 | 317 | 211 | 234 | 114 | 168 | 129 | 93 | 50 | 92 | 66 | 72 | 27 |
| ALICE-M-F | 106 | 158 | 158 | A | 5.2 | 24 | 424 | 1427 | 655 | 196 | 716 | 339 | 452 | 434 | 281 | 170 | 397 | 187 | 248 | 149 | 148 | 137^ | 85^ | 45^ | 229 | 27v |
| M-F 10.30A 30 CBS CS | | 89 | 89 | B | 5.4 | 25 | 440 | 1418 | 629 | 165 | 707 | 334 | 461 | 379 | 270 | 196 | 309 | 124 | 174 | 116 | 125 | 121 | 115 | 54 | 287 | 126 |
| ALL MY CHILDREN | 109 | 200 | 200 | A | 8.9 | 30 | 725 | 1207 | 766 | 195 | 830 | 379 | 565 | 454 | 323 | 223 | 252 | 110 | 172 | 138 | 105 | 62^ | 82 | 61^ | 43^ | 9v |
| 1 MTUTHF 1.00P 60 ABC DD | | 99 | 99 | B | 9.6 | 33 | 782 | 1300 | 809 | 233 | 893 | 438 | 641 | 474 | 325 | 216 | 239 | 108 | 164 | 125 | 98 | 62 | 94 | 68 | 74 | 28 |
| 1 WED. 1.12P 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 8.7 | 30 | 709 | 1193 | 739 | 195 | 804 | 372 | 541 | 431 | 311 | 218 | 254 | 118 | 175 | 141 | 100 | 63^ | 88 | 66^ | 47^ | 11v |
| 1.30 - 2.00 | | | | A | 9.2 | 32 | 750 | 1207 | 774 | 196 | 840 | 386 | 583 | 466 | 326 | 218 | 248 | 104 | 169 | 136 | 109 | 59^ | 80 | 57^ | 39^ | 9v |
| ANOTHER WORLD | 103 | 206 | 206 | A | 4.8 | 17 | 391 | 1220 | 811 | 137^ | 872 | 296 | 447 | 399 | 364 | 387 | 253 | 70^ | 107^ | 77^ | 101^ | 136^ | 41^ | 41^ | 54^ | 23v |
| M-F 2.00P 60 NBC DD | | 99 | 99 | B | 4.7 | 16 | 383 | 1289 | 865 | 168 | 942 | 347 | 486 | 411 | 353 | 415 | 241 | 58 | 89 | 66 | 96 | 144 | 43 | 29 | 63 | 28 |
| 2.00 - 2.30 | | | | A | 4.9 | 17 | 399 | 1213 | 807 | 130^ | 865 | 298 | 446 | 400 | 362 | 379 | 261 | 80^ | 120^ | 86^ | 103^ | 130^ | 37v | 37v | 50^ | 18v |
| 2.30 - 3.00 | | | | A | 4.6 | 16 | 375 | 1237 | 834 | 146^ | 896 | 301 | 459 | 406 | 373 | 400 | 240 | 58^ | 92^ | 67^ | 96^ | 136^ | 40v | 40v | 61^ | 32v |
| AS THE WORLD TURNS | 107 | 197 | 195 | A | 7.7 | 27 | 628 | 1299 | 814 | 101 | 949 | 189 | 365 | 330 | 366 | 537 | 261 | 53^ | 88^ | 75^ | 113 | 147 | 40^ | 26^ | 49^ | 16v |
| M-F 1.30P 60 CBS DD | | 99 | 99 | B | 7.5 | 26 | 611 | 1303 | 807 | 134 | 926 | 184 | 357 | 332 | 400 | 509 | 283 | 60 | 86 | 69 | 111 | 179 | 36 | 24 | 58 | 23 |
| 1.30 - 2.00 | | | | A | 7.3 | 25 | 595 | 1316 | 818 | 105 | 947 | 196 | 360 | 316 | 351 | 545 | 278 | 51^ | 84^ | 76^ | 129 | 164 | 38^ | 26v | 53^ | 14v |
| 2.00 - 2.30 | | | | A | 8.0 | 28 | 652 | 1285 | 813 | 97 | 954 | 182 | 368 | 340 | 380 | 536 | 246 | 56^ | 94 | 72^ | 97 | 133 | 42^ | 27^ | 43^ | 15v |
| BATTLESTARS | 87 | 174 | 173 | A | 4.8 | 20 | 391 | 1223 | 795 | 146^ | 847 | 175 | 274 | 324 | 391 | 458 | 292 | 110^ | 154 | 108^ | 75^ | 138^ | 33v | 25v | 51^ | 18v |
| M-F 11.30A 30 NBC QG | | 93 | 93 | B | 4.6 | 19 | 375 | 1349 | 819 | 186 | 862 | 183 | 317 | 306 | 370 | 469 | 355 | 82 | 145 | 122 | 120 | 200 | 52 | 19 | 80 | 43 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BLOCKBUSTERS | 106 | 148 | 148 | A | 3.4 | 16 | 277 | 1285 | 872 | 122^ | 898 | 216 | 329 | 359 | 358 | 475 | 307 | 72^ | 123^ | 111^ | 111^ | 178^ | 37v | LT | 43v | LT |
| M-F 10.30A 30 NBC QG | | 81 | 81 | B | 3.7 | 17 | 302 | 1337 | 818 | 163 | 860 | 223 | 348 | 346 | 350 | 443 | 335 | 75 | 157 | 154 | 144 | 159 | 50 | 22 | 92 | 42 |
| CAPTAIN KANGAROO | 35 | 97 | 98 | A | .5 | 5 | 41 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| M-F 6.30A 30 CBS C | | 69 | 69 | B | .5 | 5 | 41 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| CHILDREN MYSTERY THEATER(S) | | | 139 | A | 4.7 | 13 | 383 | 1533 | 487^ | 215^ | 667 | 210^ | 317^ | 262^ | 319^ | 279^ | 312^ | 115v | 134v | 134v | 180^ | 178^ | 184^ | 114v | 370^ | 211^ |
| 2 TUE. 4.30P 60 CBS CL | | | 83 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 3.9 | 11 | 318 | 1619 | 531^ | 226^ | 631^ | 217^ | 285^ | 211^ | 276^ | 283^ | 408^ | 185v | 185v | 185v | 189v | 223^ | 161v | 98v | 419^ | 220^ |
| 5.00 - 5.30 | | | | A | 5.5 | 14 | 448 | 1451 | 446^ | 198^ | 678 | 199^ | 333^ | 294^ | 344^ | 271^ | 239^ | 65v | 96v | 96v | 174^ | 143^ | 199^ | 125v | 335^ | 203^ |
| DAYS OF OUR LIVES | 105 | 209 | 209 | A | 6.2 | 21 | 505 | 1422 | 908 | 166 | 984 | 320 | 446 | 408 | 372 | 465 | 314 | 105^ | 155 | 108^ | 137 | 141 | 69^ | 62^ | 55^ | 18v |
| M-F 1.00P 60 NBC DD | | 99 | 99 | B | 5.4 | 18 | 440 | 1373 | 892 | 166 | 985 | 354 | 486 | 420 | 371 | 444 | 270 | 67 | 107 | 83 | 124 | 151 | 55 | 36 | 63 | 32 |
| 1.00 - 1.30 | | | | A | 6.0 | 20 | 489 | 1431 | 918 | 161 | 994 | 327 | 451 | 408 | 372 | 471 | 322 | 105^ | 150 | 106^ | 144 | 153 | 61^ | 53^ | 54^ | 17v |
| 1.30 - 2.00 | | | | A | 6.3 | 22 | 513 | 1407 | 905 | 163 | 982 | 315 | 446 | 412 | 374 | 466 | 299 | 107^ | 157 | 104^ | 123 | 127 | 72^ | 67^ | 54^ | 18v |
| DOCTORS | 107 | 176 | 177 | A | 3.7 | 13 | 302 | 1238 | 864 | 182^ | 910 | 289 | 361 | 332 | 337 | 482 | 238 | 43v | 69^ | 65^ | 139^ | 153^ | 60^ | 26v | 30v | LT |
| M-F 12.30P 30 NBC DD | | 88 | 88 | B | 3.4 | 13 | 277 | 1314 | 847 | 174 | 921 | 331 | 430 | 360 | 335 | 441 | 277 | 70 | 102 | 86 | 122 | 165 | 52 | 24 | 64 | 30 |
| EDGE OF NIGHT | 101 | 158 | 159 | A | 4.5 | 14 | 367 | 1322 | 738 | 278 | 814 | 395 | 544 | 454 | 311 | 239 | 229 | 98^ | 160 | 138^ | 90^ | 61^ | 159^ | 137^ | 120^ | 43^ |
| M-F 4.00P 30 ABC DD | | 82 | 81 | B | 5.1 | 15 | 416 | 1374 | 726 | 246 | 841 | 346 | 514 | 414 | 331 | 280 | 258 | 109 | 162 | 117 | 109 | 88 | 152 | 131 | 123 | 71 |
| FAMILY FEUD | 109 | 176 | 175 | A | 6.7 | 25 | 546 | 1310 | 760 | 197 | 795 | 252 | 433 | 397 | 388 | 315 | 323 | 92^ | 194 | 178 | 173 | 111 | 61^ | 52^ | 131 | 24v |
| M-F 12.00N 30 ABC QP | | 92 | 92 | B | 6.7 | 25 | 546 | 1323 | 725 | 184 | 793 | 294 | 441 | 345 | 332 | 311 | 319 | 102 | 172 | 145 | 132 | 132 | 78 | 49 | 133 | 55 |
| GENERAL HOSPITAL | 107 | 201 | 201 | A | 10.0 | 32 | 815 | 1301 | 728 | 200 | 831 | 397 | 582 | 451 | 320 | 206 | 185 | 78 | 114 | 77 | 61^ | 60^ | 191 | 150 | 94 | 63^ |

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| M-F 3.00P 60 ABC DD | | 99 | 99 | B | 11.6 | 36 | 945 | 1337 | 764 | 207 | 853 | 428 | 607 | 447 | 300 | 211 | 200 | 89 | 127 | 87 | 71 | 63 | 180 | 134 | 104 | 66 |
| 3.00 - 3.30 | | | | A | 9.7 | 33 | 791 | 1277 | 739 | 207 | 840 | 412 | 590 | 449 | 317 | 205 | 175 | 73^ | 109 | 69^ | 60^ | 57^ | 173 | 136 | 89 | 56^ |
| 3.30 - 4.00 | | | | A | 10.4 | 32 | 848 | 1292 | 712 | 187 | 813 | 379 | 567 | 447 | 316 | 206 | 186 | 79 | 117 | 81 | 60^ | 60^ | 198 | 158 | 95 | 67^ |
| GOOD MORNING, AMERICA-730 | 109 | 206 | 206 | A | 5.6 | 28 | 456 | 1322 | 804 | 256 | 823 | 170 | 370 | 377 | 410 | 407 | 375 | 82^ | 147 | 146 | 193 | 183 | 25v | 18v | 99^ | 42^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 5.4 | 30 | 440 | 1344 | 789 | 208 | 806 | 201 | 381 | 372 | 390 | 362 | 420 | 97 | 155 | 149 | 207 | 210 | 37 | 13 | 81 | 45 |
| GOOD MORNING, AMERICA-830 | 109 | 204 | 204 | A | 5.8 | 27 | 473 | 1230 | 803 | 190 | 822 | 180 | 370 | 400 | 439 | 380 | 344 | 59^ | 129 | 145 | 192 | 161 | 15v | LT | 49^ | 17v |
| M-F 8.30A 30 ABC N | | 98 | 98 | B | 5.6 | 27 | 456 | 1213 | 780 | 180 | 804 | 182 | 361 | 367 | 409 | 382 | 336 | 64 | 125 | 124 | 163 | 177 | 20 | LT | 53 | 16 |
| GUIDING LIGHT | 107 | 196 | 195 | A | 8.0 | 26 | 652 | 1370 | 821 | 102 | 962 | 196 | 400 | 378 | 426 | 507 | 230 | 49^ | 83^ | 72^ | 88^ | 135 | 87^ | 55^ | 91 | 67^ |
| M-F 3.00P 60 CBS DD | | 99 | 99 | B | 8.2 | 26 | 668 | 1335 | 800 | 148 | 930 | 221 | 419 | 400 | 439 | 436 | 240 | 72 | 104 | 86 | 92 | 121 | 81 | 57 | 84 | 50 |
| 3.00 - 3.30 | | | | A | 7.9 | 27 | 644 | 1346 | 822 | 97 | 961 | 193 | 395 | 377 | 420 | 512 | 228 | 45^ | 82^ | 72^ | 88^ | 136 | 79^ | 48^ | 78^ | 56^ |
| 3.30 - 4.00 | | | | A | 8.1 | 25 | 660 | 1383 | 815 | 108 | 958 | 196 | 402 | 382 | 433 | 499 | 233 | 56^ | 86^ | 71^ | 84^ | 134 | 89 | 60^ | 103 | 76^ |
| LOVE BOAT DAYTIME | 108 | 188 | 189 | A | 5.8 | 25 | 473 | 1268 | 616 | 204 | 661 | 292 | 425 | 372 | 295 | 186 | 293 | 131 | 213 | 157 | 148 | 71^ | 157 | 102^ | 157 | 38^ |
| M-F 11.00A 60 ABC CS | | 94 | 97 | B | 6.1 | 26 | 497 | 1334 | 608 | 191 | 667 | 323 | 467 | 358 | 265 | 166 | 297 | 153 | 224 | 164 | 119 | 64 | 153 | 90 | 217 | 102 |
| 11.00 - 11.30 | | | | A | 5.5 | 24 | 448 | 1268 | 622 | 196 | 663 | 289 | 427 | 378 | 312 | 189 | 297 | 132 | 217 | 156 | 154 | 76^ | 145 | 93^ | 163 | 38^ |
| 11.30 - 12.00 | | | | A | 6.1 | 25 | 497 | 1256 | 609 | 204 | 658 | 293 | 423 | 369 | 281 | 182 | 284 | 129 | 207 | 151 | 137 | 67^ | 163 | 106^ | 151 | 38^ |
| MORNING-KURALT & SAWYER | 35 | 176 | 176 | A | 2.7 | 14 | 220 | 1223 | 590 | 181^ | 627 | 82^ | 228^ | 240^ | 281 | 373 | 495 | 119^ | 187^ | 196^ | 227^ | 276 | 23v | LT | 78^ | 36v |
| M-F 7.00A 120 CBS N | | 97 | 97 | B | 2.5 | 13 | 204 | 1254 | 587 | 151 | 635 | 86 | 207 | 243 | 298 | 375 | 492 | 116 | 179 | 195 | 261 | 270 | LT | LT | 104 | 36 |
| 7.00 - 7.30 | | | | A | 2.1 | 13 | 171 | 1146 | 484 | 164^ | 543 | 46v | 170^ | 193^ | 235^ | 350 | 456 | 99^ | 157^ | 170^ | 216^ | 286^ | 36v | LT | 111^ | 71v |
| 7.30 - 8.00 | | | | A | 2.8 | 14 | 228 | 1215 | 514 | 167^ | 597 | 49v | 193^ | 229^ | 297 | 368 | 544 | 145^ | 228^ | 232^ | 263 | 277 | LT | LT | 57v | 35v |
| 8.00 - 8.30 | | | | A | 2.9 | 14 | 236 | 1233 | 649 | 170^ | 666 | 85^ | 267 | 283 | 313 | 374 | 484 | 110^ | 187^ | 191^ | 204^ | 268 | LT | LT | 67^ | 30v |
| 8.30 - 9.00 | | | | A | 3.0 | 14 | 245 | 1204 | 636 | 179^ | 645 | 123^ | 245 | 237^ | 261 | 379 | 478 | 102^ | 159^ | 184^ | 224^ | 282 | LT | LT | 69^ | LT |
| NBC SPECIAL TREAT(S) | | | 167 | A | 6.4 | 17 | 522 | 1391 | 521 | 127^ | 563 | 144^ | 252^ | 239^ | 237^ | 256^ | 254^ | 124^ | 182^ | 85v | 83v | 72v | 129^ | 80v | 445^ | 228^ |
| 2 TUE. 4.00P 60 NBC FV | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 5.8 | 17 | 473 | 1376 | 531 | 95v | 575 | 159^ | 262^ | 233^ | 234^ | 249^ | 226^ | 82v | 160^ | 103v | 93v | 66v | 131^ | 78v | 444^ | 231^ |
| 4.30 - 5.00 | | | | A | 6.9 | 18 | 562 | 1406 | 514 | 153^ | 556 | 131^ | 241^ | 245^ | 240^ | 266^ | 280^ | 160^ | 201^ | 67v | 74v | 79v | 122^ | 79v | 448 | 226^ |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME | WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK ING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | | 104 | 170 | 170 | A | 6.6 | 27 | 538 | 1275 | 782 | 145 | 831 | 194 | 344 | 323 | 326 | 444 | 345 | 53^ | 109 | 96^ | 134 | 214 | 28v | LT | 71^ | 22v |
| | M-F 11.57A 2 CBS N | | 90 | 90 | B | 6.5 | 27 | 530 | 1312 | 712 | 132 | 807 | 224 | 355 | 305 | 303 | 406 | 348 | 90 | 135 | 105 | 128 | 193 | 46 | 19 | 111 | 45 |
| NEWSBREAK-3.57 | | 107 | 178 | 178 | A | 6.6 | 20 | 538 | 1316 | 789 | 105^ | 923 | 171 | 382 | 381 | 450 | 471 | 190 | 27v | 58^ | 50^ | 79^ | 126 | 101^ | 74^ | 102^ | 82^ |
| | M-F 3.57P 2 CBS N | | 95 | 95 | B | 6.8 | 20 | 554 | 1290 | 759 | 141 | 892 | 214 | 409 | 399 | 434 | 397 | 217 | 66 | 101 | 77 | 81 | 110 | 94 | 68 | 87 | 54 |
| ONE DAY AT A TIME-M-F | | 103 | 137 | 137 | A | 4.1 | 20 | 334 | 1353 | 654 | 227 | 718 | 311 | 454 | 404 | 293 | 203 | 341 | 168^ | 195 | 105^ | 113^ | 146^ | 81^ | 36v | 213 | 36v |
| | M-F 10.00A 30 CBS CS | | 83 | 83 | B | 3.9 | 19 | 318 | 1362 | 609 | 170 | 674 | 284 | 419 | 347 | 263 | 213 | 298 | 110 | 155 | 107 | 127 | 131 | 118 | 58 | 272 | 121 |
| ONE LIFE TO LIVE | | 109 | 201 | 201 | A | 8.1 | 28 | 660 | 1262 | 802 | 241 | 893 | 467 | 624 | 467 | 313 | 213 | 213 | 98 | 131 | 78^ | 65^ | 74^ | 107 | 79^ | 49^ | 18v |
| | M-F 2.00P 60 ABC DD | | 99 | 99 | B | 9.6 | 33 | 782 | 1267 | 812 | 227 | 894 | 453 | 631 | 465 | 312 | 220 | 203 | 93 | 131 | 89 | 75 | 62 | 97 | 73 | 73 | 35 |
| | 2.00 - 2.30 | | | | A | 7.9 | 28 | 644 | 1228 | 794 | 242 | 878 | 459 | 623 | 468 | 316 | 203 | 214 | 100 | 133 | 80^ | 67^ | 72^ | 96 | 73^ | 40^ | 14v |
| | 2.30 - 3.00 | | | | A | 8.4 | 30 | 685 | 1260 | 789 | 233 | 889 | 467 | 616 | 454 | 303 | 218 | 208 | 95 | 127 | 73^ | 61^ | 75^ | 111 | 80^ | 52^ | 21v |
| PASSWORD PLUS | | 88 | 143 | 142 | A | 3.8 | 14 | 310 | 1300 | 949 | 139^ | 975 | 242 | 375 | 364 | 320 | 520 | 245 | 55^ | 81^ | 72^ | 74^ | 151^ | 38v | 25v | 42v | 23v |
| | M-F 12.00N 30 NBC QG | | 73 | 73 | B | 3.4 | 13 | 277 | 1366 | 850 | 166 | 874 | 183 | 343 | 352 | 359 | 466 | 316 | 85 | 119 | 86 | 97 | 186 | 73 | 36 | 103 | 57 |
| PRICE IS RIGHT 1 | | 106 | 194 | 194 | A | 6.5 | 29 | 530 | 1342 | 720 | 162 | 777 | 181 | 326 | 306 | 294 | 406 | 423 | 90^ | 174 | 153 | 170 | 217 | 41^ | 11v | 101^ | 12v |
| | M-F 11.00A 30 CBS AP | | 95 | 95 | B | 6.4 | 29 | 522 | 1365 | 686 | 140 | 789 | 251 | 374 | 301 | 275 | 374 | 371 | 95 | 158 | 120 | 142 | 195 | 54 | 20 | 151 | 55 |
| PRICE IS RIGHT 2 | | 105 | 194 | 194 | A | 7.9 | 33 | 644 | 1311 | 755 | 149 | 802 | 180 | 333 | 312 | 325 | 428 | 395 | 71^ | 140 | 122 | 149 | 226 | 31^ | 7v | 83^ | 19v |
| | M-F 11.30A 30 CBS AP | | 95 | 95 | B | 7.7 | 33 | 628 | 1343 | 710 | 136 | 807 | 233 | 364 | 305 | 298 | 398 | 364 | 90 | 142 | 110 | 138 | 202 | 49 | 19 | 123 | 49 |
| REGIS PHILBIN SHOW | | 64 | 138 | 137 | A | 2.0 | 10 | 163 | 1448 | 925 | 202^ | 957 | 277^ | 423 | 417 | 337^ | 472 | 355^ | 122^ | 196^ | 191^ | 81v | 152^ | 31v | LT | 105^ | LT |
| | M-F 10.00A 30 NBC CC | | 77 | 76 | B | 2.4 | 11 | 196 | 1385 | 887 | 196 | 923 | 268 | 407 | 373 | 342 | 451 | 347 | 116 | 189 | 187 | 118 | 142 | 39 | LT | 76 | 31 |

| PROGRAM NAME | WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK ING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RYAN'S HOPE | | 108 | 185 | 184 | A | 6.7 | 24 | 546 | 1212 | 697 | 189 | 756 | 333 | 491 | 426 | 312 | 219 | 310 | 104^ | 181 | 131 | 145 | 112 | 86^ | 77^ | 60^ | 19v |
| | 1 MTUTHF 12.30P 30 ABC DD | | 97 | 97 | B | 7.0 | 26 | 571 | 1234 | 720 | 209 | 802 | 367 | 531 | 407 | 303 | 237 | 268 | 103 | 162 | 121 | 118 | 94 | 78 | 51 | 86 | 33 |
| | 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SEARCH FOR TOMORROW | | 102 | 187 | 185 | A | 6.8 | 24 | 554 | 1289 | 806 | 99^ | 919 | 171 | 374 | 357 | 393 | 499 | 248 | 35^ | 74^ | 70^ | 99^ | 156 | 61^ | 47^ | 61^ | 28v |
| | M-F 2.30P 30 CBS DD | | 96 | 96 | B | 6.8 | 23 | 554 | 1265 | 762 | 130 | 880 | 168 | 375 | 350 | 404 | 446 | 269 | 60 | 93 | 81 | 104 | 156 | 52 | 35 | 64 | 29 |
| TATTLETALES | | 35 | 106 | 105 | A | 2.7 | 8 | 220 | 1395 | 805 | 173^ | 809 | 196^ | 337 | 477 | 400 | 304 | 387 | 115^ | 146^ | 94^ | 149^ | 214^ | 49v | 49v | 150^ | 78^ |
| | M-F 4.00P 30 CBS QG | | 61 | 61 | B | 2.8 | 8 | 228 | 1350 | 774 | 180 | 821 | 235 | 387 | 457 | 386 | 289 | 278 | 67 | 88 | 66 | 103 | 163 | 111 | 56 | 140 | 76 |
| TEXAS | | 104 | 184 | 184 | A | 3.8 | 12 | 310 | 1290 | 769 | 173^ | 841 | 332 | 471 | 413 | 348 | 329 | 229 | 64^ | 94^ | 80^ | 103^ | 107^ | 72^ | 52^ | 148^ | 83^ |
| | M-F 3.00P 60 NBC DD | | 90 | 90 | B | 3.7 | 12 | 302 | 1452 | 869 | 204 | 950 | 394 | 551 | 438 | 369 | 349 | 288 | 87 | 123 | 88 | 122 | 151 | 77 | 51 | 137 | 72 |
| | 3.00 - 3.30 | | | | A | 3.7 | 12 | 302 | 1232 | 768 | 149^ | 845 | 335 | 471 | 414 | 338 | 335 | 215 | 60^ | 83^ | 66^ | 92^ | 106^ | 49v | 36v | 123^ | 70^ |
| | 3.30 - 4.00 | | | | A | 4.0 | 12 | 326 | 1282 | 741 | 183 | 812 | 319 | 456 | 395 | 346 | 316 | 218 | 61^ | 88^ | 83^ | 102^ | 102^ | 90^ | 65^ | 162^ | 92^ |
| TODAY SHOW-7.30AM | | 108 | 211 | 211 | A | 5.0 | 25 | 408 | 1230 | 714 | 284 | 748 | 178 | 302 | 309 | 350 | 372 | 372 | 56^ | 120^ | 156 | 193 | 211 | 51^ | 16v | 59^ | 34v |
| | M-F 7.30A 30 NBC N | | 99 | 99 | B | 4.7 | 26 | 383 | 1312 | 713 | 203 | 738 | 164 | 288 | 279 | 339 | 395 | 460 | 90 | 172 | 182 | 214 | 258 | 38 | 14 | 76 | 43 |
| TODAY SHOW-8.30AM | | 108 | 211 | 211 | A | 5.0 | 24 | 408 | 1127 | 723 | 166 | 745 | 148 | 268 | 296 | 348 | 394 | 314 | 57^ | 107^ | 108^ | 144 | 201 | 34v | 26v | 34v | 15v |
| | M-F 8.30A 30 NBC N | | 99 | 99 | B | 5.3 | 25 | 432 | 1248 | 759 | 144 | 789 | 146 | 261 | 252 | 331 | 481 | 398 | 64 | 124 | 123 | 180 | 256 | 15 | LT | 46 | 21 |
| WHEEL OF FORTUNE | | 106 | 183 | 183 | A | 5.4 | 24 | 440 | 1302 | 873 | 125^ | 912 | 219 | 378 | 422 | 430 | 423 | 268 | 73^ | 105^ | 97^ | 88^ | 141 | 51^ | 38^ | 71^ | 29v |
| | M-F 11.00A 30 NBC QG | | 93 | 93 | B | 5.2 | 23 | 424 | 1300 | 824 | 153 | 865 | 193 | 339 | 354 | 379 | 443 | 318 | 85 | 132 | 118 | 115 | 165 | 42 | 23 | 75 | 39 |
| YOUNG AND THE RESTLESS | | 107 | 195 | 194 | A | 7.5 | 28 | 611 | 1265 | 814 | 136 | 942 | 251 | 478 | 395 | 419 | 417 | 241 | 67^ | 106 | 70^ | 103 | 122 | 38^ | 25v | 44^ | 20v |
| | M-F 12.30P 60 CBS DD | | 99 | 99 | B | 7.5 | 28 | 611 | 1271 | 778 | 142 | 911 | 271 | 473 | 385 | 389 | 383 | 248 | 77 | 109 | 86 | 92 | 122 | 43 | 27 | 69 | 31 |
| | 12.30 - 1.00 | | | | A | 7.4 | 28 | 603 | 1267 | 814 | 140 | 937 | 253 | 491 | 406 | 428 | 400 | 252 | 76^ | 119 | 75^ | 106 | 123 | 38^ | 25v | 40^ | 15v |
| | 1.00 - 1.30 | | | | A | 7.5 | 27 | 611 | 1259 | 826 | 128 | 955 | 250 | 465 | 384 | 413 | 440 | 228 | 55^ | 92^ | 63^ | 102 | 122 | 34^ | 21v | 42^ | 20v |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | 15 | 180 | 180 | A | 6.6 | 23 | 538 | 1621 | 295 | 121^ | 413 | 279 | 355 | 182^ | 85^ | 58^ | 189^ | 57v | 132^ | 130^ | 120^ | 41v | 203^ | 124^ | 816 | 581 |
| SAT. 12.00N 30 ABC FV | | 91 | 92 | B | 6.0 | 20 | 489 | 1657 | 353 | 150 | 428 | 217 | 318 | 202 | 138 | 103 | 308 | 154 | 227 | 179 | 109 | 65 | 234 | 108 | 687 | 447 |
| ABC WIDE WORLD-SPORTS SAT | 12 | 201 | 202 | A | 9.6 | 21 | 782 | 1465 | 464 | 164 | 498 | 164 | 239 | 198 | 189 | 221 | 685 | 219 | 414 | 400 | 356 | 201 | 91^ | 34v | 191 | 142^ |
| 1 SAT. 5.07P 83 ABC SA | | 99 | 99 | B | 10.8 | 23 | 880 | 1636 | 525 | 192 | 604 | 175 | 326 | 287 | 298 | 234 | 751 | 285 | 470 | 424 | 355 | 226 | 113 | 43 | 168 | 116 |
| 2 SAT. 5.00P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 8.4 | 20 | 685 | 1415 | 441 | 174^ | 499 | 155^ | 236 | 178 | 191 | 229 | 652 | 194 | 362 | 359 | 338 | 215 | 76^ | 22v | 188 | 154^ |
| 5.30 - 6.00 | | | | A | 9.9 | 22 | 807 | 1529 | 463 | 153 | 509 | 180 | 243 | 195 | 173 | 222 | 705 | 223 | 419 | 418 | 372 | 205 | 85^ | 25v | 230 | 165 |
| 6.00 - 6.30 | | | | A | 10.3 | 21 | 839 | 1466 | 490 | 177 | 500 | 160 | 244 | 220 | 208 | 217 | 695 | 232 | 446 | 414 | 359 | 190 | 107^ | 50^ | 164 | 115^ |
| ABC WIDE WORLD-SPORTS SUN | 5 | 195 | 187 | A | 10.6 | 25 | 864 | 1558 | 471 | 200 | 515 | 147 | 306 | 282 | 273 | 161 | 751 | 264 | 455 | 451 | 370 | 222 | 134^ | 39^ | 158 | 135^ |
| SUN. 4.30P 90 ABC SA | | 98 | 96 | B | 10.5 | 24 | 856 | 1598 | 521 | 228 | 564 | 183 | 361 | 324 | 294 | 160 | 722 | 275 | 486 | 441 | 367 | 177 | 127 | 44 | 185 | 143 |
| 4.30 - 5.00 | | | | A | 11.3 | 28 | 921 | 1620 | 453 | 200 | 482 | 111^ | 293 | 294 | 294 | 150 | 819 | 290 | 513 | 522 | 437 | 200 | 170 | 43^ | 149 | 132 |
| 5.00 - 5.30 | | | | A | 10.4 | 24 | 848 | 1539 | 476 | 221 | 525 | 151 | 318 | 286 | 281 | 162 | 742 | 256 | 432 | 442 | 367 | 229 | 128^ | 30v | 144 | 136^ |
| 5.30 - 6.00 | | | | A | 10.0 | 22 | 815 | 1520 | 480 | 184 | 536 | 180 | 305 | 268 | 244 | 170 | 688 | 246 | 418 | 386 | 306 | 237 | 106^ | 45^ | 190 | 139^ |
| AMERICAN BANDSTAND '82 | 14 | 160 | 162 | A | 4.7 | 16 | 383 | 1567 | 452 | 175^ | 585 | 306^ | 400 | 263^ | 172^ | 173^ | 298^ | 158^ | 165^ | 172^ | 124^ | 66v | 238^ | 157^ | 446 | 324 |
| SAT. 12.30P 60 ABC PC | | 81 | 82 | B | 4.9 | 15 | 399 | 1595 | 497 | 240 | 606 | 321 | 426 | 268 | 163 | 167 | 355 | 202 | 261 | 188 | 117 | 75 | 245 | 139 | 389 | 255 |
| 12.30 - 1.00 | | | | A | 4.6 | 16 | 375 | 1579 | 412 | 149^ | 554 | 313^ | 392 | 257^ | 156^ | 155^ | 236^ | 108^ | 120^ | 145^ | 116^ | 52v | 257^ | 149^ | 532 | 374 |
| 1.00 - 1.30 | | | | A | 4.8 | 16 | 391 | 1537 | 483 | 197^ | 604 | 297^ | 400 | 261^ | 181^ | 186^ | 352 | 205^ | 205^ | 198^ | 130^ | 77v | 217^ | 160^ | 364 | 276^ |
| BAY HILL GOLF CLASSIC SAT(S) | | | 161 | A | 3.4 | 8 | 277 | 1336 | 456^ | 91v | 503^ | 30v | 94v | 86v | 227^ | 395^ | 797^ | 187v | 346^ | 396^ | 354^ | 401^ | LT | LT | 33v | LT |
| 2 SAT. 5.00P 54 NBC SE | | | 88 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 3.5 | 9 | 285 | 1326 | 467^ | 92v | 533^ | 43v | 84v | 77v | 220^ | 428^ | 768^ | 173v | 322^ | 361^ | 339^ | 407^ | LT | LT | 18v | 18v |
| 5.30 - 6.00 | | | | A | 3.4 | 8 | 277 | 1321 | 436^ | 90v | 472^ | 18v | 101v | 93v | 231^ | 361^ | 806^ | 196v | 358^ | 408^ | 354^ | 398^ | LT | LT | 43v | LT |
| BAY HILL GOLF CLASSIC-SUN(S) | | | 186 | A | 5.3 | 13 | 432 | 1356 | 315^ | 125v | 347^ | 82v | 121v | 127v | 190^ | 199^ | 926 | 206^ | 557 | 565 | 537^ | 338^ | 74v | 11v | LT | LT |
| 2 SUN. 3.00P 120 NBC SE | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 5.0 | 13 | 408 | 1468 | 289^ | 93v | 345^ | 133v | 156^ | 125v | 146v | 164^ | 1086 | 219^ | 708 | 691 | 693 | 346^ | 37v | LT | LT | LT |
| 3.30 - 4.00 | | | | A | 5.6 | 15 | 456 | 1322 | 288^ | 95v | 301^ | 35v | 71v | 105v | 182^ | 196^ | 937 | 222^ | 582 | 574 | 516^ | 331^ | 84v | LT | LT | LT |
| 4.00 - 4.30 | | | | A | 5.7 | 14 | 465 | 1252 | 323^ | 136^ | 338^ | 54v | 92v | 114v | 202^ | 224^ | 815 | 183^ | 443^ | 477^ | 443^ | 338^ | 82v | 17v | 17v | LT |
| 4.30 - 5.00 | | | | A | 4.9 | 12 | 399 | 1376 | 357^ | 179^ | 397^ | 108v | 165^ | 162^ | 216^ | 207^ | 870 | 201^ | 510^ | 530^ | 507^ | 330^ | 86v | 25v | 23v | 23v |
| BETCHA DON'T KNOW-8:28AM | 9 | 178 | 177 | A | 5.0 | 30 | 408 | 1466 | 218^ | 95^ | 230^ | 88^ | 88^ | 66v | 98^ | 128^ | 145^ | 40v | 88^ | 69v | 78^ | 57v | 103^ | 52v | 988 | 564 |
| SAT. 8.28A 2 NBC CN | | 96 | 95 | B | 4.1 | 28 | 334 | 1783 | 209 | 124 | 259 | 150 | 191 | 125 | 89 | 63 | 169 | 89 | 126 | 82 | 57 | 43 | 143 | 45 | 1212 | 677 |
| BETCHA DON'T KNOW-9:28AM | 9 | 209 | 209 | A | 9.4 | 39 | 766 | 1654 | 177 | 99^ | 177 | 85^ | 114^ | 81^ | 92^ | 58^ | 151^ | 76^ | 141^ | 111^ | 75^ | 10v | 146^ | 83^ | 1180 | 719 |
| SAT. 9.28A 2 NBC CN | | 99 | 99 | B | 9.1 | 42 | 742 | 1705 | 209 | 112 | 225 | 140 | 191 | 121 | 70 | 31 | 171 | 87 | 140 | 115 | 58 | 27 | 145 | 74 | 1164 | 697 |
| BETCHA DON'T KNOW-10:28AM | 9 | 199 | 200 | A | 5.2 | 20 | 424 | 1533 | 221^ | 97^ | 240^ | 134^ | 138^ | 101^ | 52v | 89^ | 162^ | 90^ | 113^ | 75^ | 54v | 49v | 52v | LT | 1079 | 594 |
| SAT. 10.28A 2 NBC CN | | 97 | 97 | B | 5.4 | 20 | 440 | 1561 | 226 | 105 | 288 | 181 | 220 | 119 | 68 | 56 | 153 | 84 | 112 | 72 | 41 | 41 | 131 | 40 | 989 | 538 |
| BETCHA DON'T KNOW-11:58AM | 8 | 182 | 184 | A | 3.9 | 14 | 318 | 1635 | 236^ | 82v | 280^ | 139^ | 151^ | 151^ | 85v | 85v | 239^ | 100^ | 182^ | 154^ | 139^ | 57v | 170^ | 100^ | 946 | 434 |
| SAT. 11.58A 2 NBC CN | | 93 | 93 | B | 5.0 | 17 | 408 | 1588 | 255 | 92 | 300 | 168 | 211 | 138 | 77 | 76 | 305 | 186 | 253 | 183 | 84 | 52 | 180 | 72 | 803 | 408 |
| BETCHA DON'T KNOW-12:28PM | 9 | 161 | 177 | A | 4.9 | 17 | 399 | 1654 | 312 | 135^ | 332 | 111^ | 200^ | 218^ | 167^ | 114^ | 364 | 209^ | 293^ | 185^ | 130^ | 71v | 156^ | 70v | 802 | 352 |
| SAT. 12.28P 2 NBC CN | | 82 | 90 | B | 5.3 | 17 | 432 | 1608 | 281 | 143 | 336 | 165 | 228 | 154 | 121 | 103 | 369 | 212 | 276 | 174 | 98 | 88 | 202 | 73 | 701 | 360 |
| BLACKSTAR | 13 | 182 | 186 | A | 6.9 | 25 | 562 | 1646 | 281 | 92^ | 338 | 231 | 270 | 115^ | 79^ | 68^ | 305 | 175^ | 221 | 163^ | 85^ | 64^ | 240 | 132^ | 763 | 363 |
| SAT. 11.30A 30 CBS CA | | 94 | 95 | B | 6.7 | 22 | 546 | 1755 | 359 | 150 | 404 | 207 | 293 | 174 | 139 | 100 | 355 | 208 | 260 | 197 | 100 | 77 | 198 | 95 | 798 | 444 |
| BUGS BUNNY/ROAD RUNNER 1 | 12 | 193 | 196 | A | 6.7 | 28 | 546 | 1399 | 291 | 145^ | 333 | 215^ | 254 | 151^ | 95^ | 42v | 270 | 102^ | 179^ | 165^ | 139^ | 56v | 168^ | 61^ | 628 | 274 |
| SAT. 9.30A 30 CBS CA | | 99 | 99 | B | 6.2 | 25 | 505 | 1586 | 321 | 137 | 351 | 162 | 219 | 156 | 145 | 98 | 303 | 166 | 214 | 173 | 108 | 59 | 178 | 73 | 754 | 391 |
| BUGS BUNNY/ROAD RUNNER 2 | 13 | 193 | 196 | A | 7.8 | 30 | 636 | 1467 | 282 | 135^ | 364 | 220 | 258 | 163^ | 122^ | 88^ | 283 | 132^ | 194 | 166^ | 122^ | 47v | 238 | 125^ | 582 | 274 |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 7.8 | 29 | 636 | 1651 | 336 | 145 | 374 | 173 | 244 | 162 | 155 | 110 | 355 | 185 | 255 | 209 | 142 | 61 | 209 | 90 | 713 | 369 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUGS BUNNY/ROAD RUNNER 3 | 13 | 193 | 196 | A | 7.8 | 29 | 636 | 1564 | 292 | 132^ | 391 | 266 | 303 | 153^ | 97^ | 88^ | 285 | 152^ | 206 | 191 | 100^ | 33v | 307 | 218 | 581 | 226 |
| SAT. 10.30A 30 CBS CA | | 99 | 99 | B | 8.2 | 29 | 668 | 1649 | 335 | 146 | 388 | 193 | 266 | 152 | 148 | 114 | 361 | 214 | 275 | 214 | 116 | 58 | 213 | 106 | 687 | 361 |
| BUGS BUNNY/ROAD RUNNER 4 | 13 | 193 | 196 | A | 8.1 | 30 | 660 | 1650 | 323 | 140^ | 417 | 292 | 342 | 164^ | 94^ | 70^ | 301 | 184 | 235 | 138^ | 76^ | 41v | 239 | 111^ | 693 | 316 |
| SAT. 11.00A 30 CBS CA | | 99 | 99 | B | 8.9 | 31 | 725 | 1725 | 369 | 149 | 428 | 229 | 310 | 183 | 138 | 107 | 378 | 231 | 287 | 202 | 102 | 74 | 214 | 104 | 705 | 377 |
| BULLWINKLE | 22 | 141 | 158 | A | 3.4 | 12 | 277 | 1498 | 141^ | 22v | 159^ | 39v | 65v | 65v | 95v | 94v | 387^ | 180^ | 267^ | 191^ | 145^ | 120^ | 144^ | 108v | 808 | 373^ |
| SAT. 12.30P 30 NBC CA | | 75 | 87 | B | 3.7 | 12 | 302 | 1498 | 282 | 105 | 327 | 162 | 209 | 129 | 99 | 106 | 340 | 175 | 229 | 169 | 102 | 92 | 180 | 93 | 651 | 326 |
| CBS NCAA BASKETBALL-SUN. | 4 | 185 | 189 | A | 5.7 | 15 | 465 | 1363 | 327 | 157^ | 357 | 94^ | 180^ | 174^ | 189^ | 141^ | 793 | 283 | 537 | 496 | 426 | 200^ | 99^ | 39v | 114^ | 73^ |
| 1 SUN. 2.36P 116 CBS SE | | 98 | 97 | B | 5.4 | 13 | 440 | 1427 | 370 | 162 | 398 | 117 | 200 | 200 | 201 | 158 | 787 | 309 | 514 | 458 | 406 | 220 | 113 | 22 | 129 | 82 |
| 2 SUN. 3.24P 117 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | A | 4.9 | 14 | 399 | 1516 | 382^ | 190^ | 397^ | 70v | 142v | 150v | 225^ | 212^ | 901 | 375^ | 570^ | 498^ | 420^ | 269^ | 108v | 28v | 110v | 83v |
| 3.00 - 3.30 | | | | A | 4.9 | 13 | 399 | 1233 | 291^ | 181^ | 311^ | 62v | 120v | 98v | 168^ | 176^ | 827 | 350^ | 566^ | 485^ | 397^ | 228^ | 30v | LT | 65v | 30v |
| 3.30 - 4.00 | | | | A | 5.7 | 16 | 465 | 1449 | 339 | 204^ | 365 | 93^ | 196^ | 205^ | 223^ | 124^ | 862 | 330 | 601 | 551 | 439 | 213^ | 95^ | 38v | 127^ | 66^ |
| 4.00 - 4.30 | | | | A | 5.7 | 15 | 465 | 1357 | 316 | 119^ | 359 | 108^ | 168^ | 155^ | 174^ | 146^ | 782 | 243^ | 508 | 482 | 441 | 221^ | 112^ | 47v | 104^ | 75^ |
| 4.30 - 5.00 | | | | A | 5.7 | 14 | 465 | 1428 | 369^ | 112v | 409^ | 135^ | 242^ | 230^ | 179^ | 135^ | 756 | 209^ | 523 | 533 | 481^ | 143^ | 98v | 48v | 165^ | 112v |
| 5.00 - 5.30 | | | | A | 6.7 | 16 | 546 | 1350 | 347^ | 165^ | 369^ | 101v | 230^ | 206^ | 189^ | 118^ | 748 | 260^ | 523 | 474 | 432^ | 148^ | 132^ | 49v | 101v | 83v |
| CBS SPORTS SATURDAY | 16 | 170 | 170 | A | 7.8 | 19 | 636 | 1531 | 461 | 141^ | 498 | 97^ | 268 | 279 | 303 | 196 | 692 | 240 | 401 | 402 | 309 | 221 | 103^ | 34v | 238 | 134^ |
| SAT. 4.30P 90 CBS SA | | 95 | 94 | B | 6.9 | 16 | 562 | 1446 | 437 | 168 | 494 | 142 | 286 | 269 | 258 | 175 | 728 | 276 | 421 | 386 | 310 | 249 | 102 | 31 | 122 | 79 |
| 4.30 - 5.00 | | | | A | 6.1 | 16 | 497 | 1396 | 401 | 118^ | 417 | 98^ | 234^ | 210^ | 243 | 169^ | 666 | 228^ | 377 | 395 | 307 | 211^ | 55v | LT | 258 | 166^ |
| 5.00 - 5.30 | | | | A | 8.8 | 22 | 717 | 1632 | 467 | 112^ | 497 | 93^ | 272 | 299 | 318 | 184 | 747 | 274 | 432 | 414 | 321 | 245 | 129^ | 45^ | 259 | 150^ |
| 5.30 - 6.00 | | | | A | 8.7 | 20 | 709 | 1494 | 489 | 184 | 550 | 96^ | 284 | 305 | 332 | 221 | 638 | 211 | 373 | 382 | 288 | 199 | 108^ | 45^ | 198 | 95^ |
| DAFFY/SPEEDY SHOW | 17 | 161 | 177 | A | 4.8 | 17 | 391 | 1657 | 334 | 149^ | 352 | 113^ | 206^ | 226^ | 184^ | 126^ | 348 | 192^ | 275^ | 174^ | 126^ | 73v | 146^ | 68v | 811 | 356 |
| SAT. 12.00N 30 NBC CA | | 82 | 90 | B | 5.4 | 18 | 440 | 1537 | 250 | 122 | 279 | 144 | 193 | 141 | 92 | 77 | 331 | 192 | 249 | 153 | 88 | 70 | 207 | 87 | 720 | 408 |
| DEAR ALEX & ANNIE-10.56AM | 5 | 197 | 196 | A | 6.5 | 24 | 530 | 1526 | 249 | 85^ | 273 | 157^ | 190^ | 144^ | 79^ | 76^ | 228 | 104^ | 130^ | 102^ | 75^ | 98^ | 255 | 132^ | 770 | 473 |
| SAT. 10.56A 3 ABC CN | | 99 | 99 | B | 6.1 | 22 | 497 | 1533 | 237 | 86 | 270 | 147 | 187 | 122 | 106 | 71 | 265 | 158 | 196 | 127 | 78 | 61 | 258 | 134 | 740 | 439 |
| DEAR ALEX & ANNIE-11.25AM | 22 | 120 | 119 | A | 3.1 | 11 | 253 | 1743 | 596 | 208^ | 596 | 366^ | 524 | 244^ | 205^ | 72v | 495 | 222^ | 249^ | 125^ | 155^ | 183^ | 166^ | 60v | 486 | 195^ |
| SUN. 11.25A 4 ABC CN | | 82 | 82 | B | 2.9 | 11 | 236 | 1494 | 453 | 164 | 501 | 227 | 318 | 221 | 171 | 148 | 327 | 126 | 218 | 167 | 158 | 79 | 182 | 87 | 484 | 316 |
| DORAL EASTERN OPEN-SAT.(S) | | 157 | | A | 4.0 | 11 | 326 | 1261 | 672^ | 159v | 700^ | 182v | 255^ | 304^ | 291^ | 328^ | 383^ | 77v | 120v | 111v | 233^ | 248^ | 61v | 18v | 117v | 76v |
| 1 SAT. 3.30P 60 CBS SE | | 89 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 4.1 | 12 | 334 | 1156 | 647^ | 96v | 647^ | 149v | 234^ | 305^ | 267^ | 324^ | 359^ | 75v | 111v | 130v | 242^ | 218^ | 66v | 36v | 84v | 54v |
| 4.00 - 4.30 | | | | A | 4.0 | 11 | 326 | 1313 | 676^ | 215^ | 731 | 205^ | 263^ | 292^ | 308^ | 326^ | 392^ | 73v | 123v | 87v | 218^ | 269^ | 51v | LT | 139v | 93v |
| DORAL EASTERN OPEN-SUN.(S) | | 188 | | A | 6.5 | 16 | 530 | 1325 | 524 | 181^ | 587 | 118^ | 203^ | 208^ | 304^ | 318^ | 601 | 95v | 243^ | 253^ | 344^ | 318^ | 49v | 12v | 88v | 63v |
| 1 SUN. 4.32P 93 CBS SE | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 5.7 | 15 | 465 | 1211 | 525 | 207^ | 550 | 135^ | 193^ | 198^ | 288^ | 279^ | 617 | 111v | 238^ | 225^ | 351^ | 362^ | 25v | LT | 19v | 19v |
| 5.00 - 5.30 | | | | A | 5.9 | 14 | 481 | 1277 | 528 | 165^ | 579 | 106v | 183^ | 201^ | 308^ | 327^ | 593 | 100v | 243^ | 241^ | 331^ | 312^ | 24v | LT | 81v | 52v |
| 5.30 - 6.00 | | | | A | 7.4 | 17 | 603 | 1434 | 527 | 169^ | 625 | 115^ | 212^ | 210^ | 314^ | 351^ | 612 | 79v | 245^ | 278^ | 369^ | 311^ | 78v | 25v | 119^ | 80v |
| FACE THE NATION | 23 | 139 | 163 | A | 4.1 | 15 | 334 | 1272 | 620 | 143^ | 677 | 120^ | 129^ | 129^ | 204^ | 484 | 545 | 66v | 212^ | 195^ | 183^ | 326^ | 50v | 14v | LT | LT |
| SUN. 11.30A 30 CBS CC | | 85 | 94 | B | 3.6 | 13 | 293 | 1340 | 534 | 159 | 562 | 108 | 182 | 178 | 201 | 359 | 639 | 128 | 270 | 263 | 312 | 331 | 62 | 21 | 77 | 48 |
| FLINTSTONE'S COMEDY SHW2 | 24 | 178 | 177 | A | 3.7 | 24 | 302 | 1387 | 199^ | 96v | 215^ | 96v | 96v | 59v | 86v | 110^ | 133^ | 40v | 86v | 66v | 73v | 47v | 132^ | 56v | 907 | 517 |
| SAT. 8.00A 30 NBC CA | | 96 | 95 | B | 2.7 | 21 | 220 | 1596 | 202 | 96 | 225 | 105 | 155 | 111 | 98 | 61 | 196 | 102 | 137 | 98 | 62 | 51 | 159 | 66 | 1016 | 633 |
| FONZ AND HAPPY DAYS GANG | 5 | 193 | 192 | A | 6.9 | 25 | 562 | 1571 | 198^ | 79^ | 234 | 127^ | 155^ | 114^ | 46v | 79^ | 173^ | 97^ | 151^ | 141^ | 66^ | 18v | 172^ | 76^ | 992 | 648 |
| SAT. 11.00A 30 ABC CA | | 98 | 98 | B | 7.0 | 26 | 571 | 1605 | 236 | 88 | 288 | 176 | 213 | 128 | 79 | 69 | 250 | 163 | 195 | 151 | 60 | 40 | 196 | 86 | 871 | 529 |
| GOLDIE GOLD/ACTION JACK | 5 | 195 | 194 | A | 4.2 | 18 | 342 | 1392 | 216^ | 78v | 216^ | 99^ | 167^ | 129^ | 76v | 41v | 143^ | 56v | 88v | 88v | 79v | 55v | 216^ | 38v | 817 | 471 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 4.3 | 19 | 350 | 1470 | 238 | 115 | 278 | 140 | 197 | 142 | 122 | 53 | 191 | 116 | 163 | 134 | 65 | 28 | 159 | 37 | 842 | 457 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HEATHCLIFF & MARMADUKE | | 5 | 187 | 185 | A | 6.6 | 24 | 538 | 1524 | 310 | 86^ | 344 | 194^ | 261 | 163^ | 77^ | 83^ | 168^ | 105^ | 137^ | 99^ | 49v | 23v | 217^ | 98^ | 795 | 556 |
| | SAT. 11.30A 30 ABC CA | | 96 | 94 | B | 6.9 | 25 | 562 | 1592 | 292 | 118 | 348 | 197 | 266 | 159 | 104 | 71 | 231 | 147 | 169 | 103 | 48 | 49 | 249 | 117 | 764 | 469 |
| IN THE NEWS- 8.26AM | | 24 | 188 | 190 | A | 3.3 | 19 | 269 | 1758 | 383^ | 264^ | 513 | 290^ | 387^ | 297^ | 167^ | 86v | 234^ | 90v | 90v | 118^ | 77v | 67v | 189^ | 55v | 822 | 453 |
| | SAT. 8.26A 3 CBS CN | | 97 | 97 | B | 3.0 | 20 | 245 | 1526 | 212 | 120 | 250 | 127 | 195 | 132 | 97 | 43 | 168 | 80 | 106 | 91 | 76 | 46 | 147 | 54 | 961 | 532 |
| IN THE NEWS- 8.56AM | | 24 | 192 | 195 | A | 4.3 | 20 | 350 | 1600 | 280^ | 129^ | 334^ | 117^ | 153^ | 68v | 193^ | 149^ | 234^ | 40v | 82v | 80v | 171^ | 114^ | 332^ | 63v | 700 | 315^ |
| | SAT. 8.56A 3 CBS CN | | 99 | 99 | B | 3.8 | 20 | 310 | 1487 | 227 | 79 | 246 | 121 | 171 | 106 | 101 | 61 | 239 | 117 | 162 | 126 | 103 | 67 | 201 | 67 | 801 | 414 |
| IN THE NEWS- 9.26AM | | 24 | 192 | 195 | A | 5.4 | 23 | 440 | 1568 | 263^ | 89^ | 333 | 170^ | 186^ | 92^ | 138^ | 122^ | 319 | 121^ | 198^ | 168^ | 177^ | 91^ | 191^ | 59v | 725 | 362 |
| | SAT. 9.26A 3 CBS CN | | 99 | 99 | B | 4.9 | 21 | 399 | 1535 | 287 | 108 | 340 | 171 | 234 | 140 | 127 | 89 | 284 | 149 | 194 | 152 | 105 | 72 | 199 | 63 | 712 | 349 |
| IN THE NEWS-9.56AM | | 23 | 193 | 196 | A | 7.1 | 29 | 579 | 1337 | 268 | 142^ | 306 | 208 | 238 | 141^ | 79^ | 36v | 260 | 103^ | 174^ | 155^ | 128^ | 53^ | 160^ | 57^ | 611 | 262 |
| | SAT. 9.56A 3 CBS CN | | 99 | 99 | B | 6.9 | 28 | 562 | 1570 | 304 | 127 | 350 | 173 | 242 | 154 | 130 | 89 | 311 | 177 | 227 | 181 | 101 | 63 | 194 | 79 | 715 | 354 |
| IN THE NEWS-11.56AM | | 24 | 182 | 186 | A | 6.5 | 23 | 530 | 1491 | 249 | 80^ | 309 | 226^ | 257 | 97^ | 70^ | 52v | 294 | 185^ | 221^ | 149^ | 74^ | 56v | 203^ | 97^ | 685 | 322 |
| | SAT. 11.56A 3 CBS CN | | 94 | 95 | B | 6.0 | 21 | 489 | 1608 | 348 | 150 | 396 | 216 | 291 | 172 | 123 | 90 | 291 | 175 | 219 | 159 | 81 | 59 | 188 | 76 | 733 | 393 |
| IN THE NEWS-12.26PM | | 23 | 170 | 175 | A | 4.6 | 16 | 375 | 1411 | 235^ | 152^ | 344 | 256^ | 285^ | 82^ | 88^ | 59v | 374 | 233^ | 285^ | 151^ | 111^ | 89^ | 173^ | 80v | 520 | 275^ |
| | SAT. 12.26P 3 CBS CN | | 90 | 91 | B | 5.2 | 18 | 424 | 1575 | 345 | 175 | 414 | 224 | 296 | 175 | 134 | 96 | 302 | 181 | 238 | 153 | 96 | 55 | 163 | 65 | 696 | 379 |
| IN THE NEWS-12.56PM | | 22 | 162 | 163 | A | 6.1 | 20 | 497 | 1531 | 241^ | 190^ | 277 | 110^ | 131^ | 77^ | 167^ | 127^ | 289 | 78^ | 185^ | 137^ | 193^ | 92^ | 117^ | 65^ | 848 | 520 |
| | SAT. 12.56P 3 CBS CN | | 88 | 87 | B | 5.9 | 19 | 481 | 1674 | 351 | 150 | 422 | 205 | 285 | 181 | 157 | 125 | 347 | 190 | 258 | 173 | 130 | 70 | 169 | 72 | 736 | 416 |
| IN THE NEWS- 1.26PM | | 20 | 154 | 157 | A | 4.9 | 15 | 399 | 1449 | 355 | 108^ | 355 | 151^ | 193^ | 78^ | 175^ | 152^ | 357 | 148^ | 244^ | 213^ | 194^ | 93^ | 35v | 35v | 702 | 497 |
| | SAT. 1.26P 3 CBS CN | | 84 | 86 | B | 5.4 | 17 | 440 | 1644 | 397 | 151 | 455 | 210 | 301 | 194 | 178 | 134 | 324 | 168 | 229 | 154 | 131 | 76 | 170 | 58 | 695 | 411 |
| IN THE NEWS-10.56AM | | 24 | 193 | 196 | A | 7.8 | 29 | 636 | 1610 | 278 | 130^ | 383 | 278 | 298 | 137^ | 74^ | 85^ | 289 | 176^ | 226 | 169^ | 80^ | 33v | 348 | 255 | 590 | 246 |
| | SAT. 10.56A 3 CBS CN | | 99 | 99 | B | 7.6 | 28 | 619 | 1593 | 338 | 144 | 388 | 204 | 281 | 162 | 144 | 98 | 328 | 207 | 257 | 188 | 91 | 52 | 205 | 110 | 672 | 344 |
| IN THE NEWS-11.26AM | | 24 | 193 | 196 | A | 7.7 | 28 | 628 | 1678 | 331 | 132^ | 434 | 320 | 362 | 164^ | 81^ | 72^ | 324 | 213 | 263 | 139^ | 70^ | 41v | 248 | 115^ | 672 | 312 |
| | SAT. 11.26A 3 CBS CN | | 99 | 99 | B | 7.7 | 28 | 628 | 1655 | 362 | 153 | 417 | 234 | 310 | 180 | 132 | 94 | 336 | 210 | 256 | 178 | 86 | 66 | 206 | 93 | 696 | 359 |
| KID SUPER POWER I | | 24 | 199 | 200 | A | 6.6 | 27 | 538 | 1628 | 170^ | 79^ | 190^ | 96^ | 96^ | 67^ | 94^ | 75^ | 109^ | 65^ | 109^ | 94^ | 44v | LT | 141^ | 71^ | 1188 | 690 |
| | SAT. 9.30A 30 NBC CA | | 97 | 97 | B | 5.9 | 25 | 481 | 1657 | 230 | 90 | 254 | 150 | 178 | 96 | 66 | 66 | 171 | 93 | 132 | 88 | 58 | 32 | 141 | 63 | 1091 | 652 |
| KID SUPER POWER II | | 24 | 199 | 200 | A | 5.8 | 22 | 473 | 1531 | 217^ | 93^ | 236^ | 129^ | 135^ | 99^ | 63v | 84^ | 144^ | 84^ | 101^ | 66^ | 41v | 43v | 48v | LT | 1103 | 574 |
| | SAT. 10.00A 30 NBC CA | | 97 | 97 | B | 5.7 | 23 | 465 | 1645 | 233 | 108 | 263 | 154 | 195 | 110 | 71 | 58 | 191 | 120 | 155 | 92 | 49 | 35 | 129 | 42 | 1062 | 631 |
| KIDS ARE PEOPLE TOO I | | 22 | 120 | 119 | A | 2.6 | 10 | 212 | 1646 | 542^ | 203^ | 542^ | 236^ | 387^ | 260^ | 189^ | 155^ | 259^ | 142v | 165^ | 96v | 74v | 84v | 260^ | 56v | 585 | 237^ |
| | 1 SUN. 10.30A 34 ABC CL | | 82 | 82 | B | 2.4 | 9 | 196 | 1498 | 408 | 148 | 438 | 197 | 292 | 223 | 151 | 125 | 296 | 146 | 227 | 147 | 120 | 57 | 228 | 117 | 536 | 328 |
| | 2 SUN. 10.30A 35 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10.30 - 11.00 | | | | A | 2.6 | 10 | 212 | 1660 | 548^ | 203^ | 548^ | 236^ | 392^ | 264^ | 194^ | 156^ | 259^ | 146^ | 174^ | 90v | 71v | 85v | 263^ | 60v | 590 | 240^ |
| KIDS ARE PEOPLE TOO II | | 22 | 120 | 119 | A | 2.8 | 10 | 228 | 1737 | 662 | 180^ | 662 | 325^ | 504^ | 280^ | 224^ | 158^ | 379^ | 189^ | 220^ | 122v | 136^ | 103v | 188^ | 61v | 508^ | 211^ |
| | 1 SUN. 11.04A 26 ABC CL | | 82 | 82 | B | 2.8 | 11 | 228 | 1526 | 440 | 154 | 482 | 215 | 316 | 228 | 173 | 138 | 303 | 122 | 213 | 157 | 149 | 64 | 227 | 98 | 514 | 341 |
| | 2 SUN. 11.05A 25 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KWICKY KOALA SHOW | | 9 | 155 | 157 | A | 5.7 | 18 | 465 | 1604 | 307 | 84^ | 307 | 124^ | 167^ | 76^ | 157^ | 130^ | 357 | 171^ | 258^ | 227^ | 161^ | 85^ | 82^ | 58v | 858 | 566 |
| | SAT. 1.00P 30 CBS CA | | 86 | 86 | B | 6.0 | 18 | 489 | 1725 | 366 | 124 | 409 | 176 | 269 | 182 | 179 | 131 | 334 | 138 | 227 | 186 | 164 | 91 | 180 | 61 | 802 | 491 |
| LAVERNE AND SHIRLEY | | 20 | 196 | 195 | A | 5.8 | 24 | 473 | 1632 | 176^ | 51v | 176^ | 98^ | 139^ | 118^ | 47v | 37v | 153^ | 62v | 116^ | 116^ | 85^ | 37v | 190^ | 46v | 1113 | 698 |
| | SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 6.4 | 27 | 522 | 1686 | 215 | 112 | 252 | 132 | 188 | 132 | 101 | 54 | 173 | 87 | 148 | 123 | 76 | 23 | 241 | 76 | 1020 | 652 |
| MEET THE PRESS | | 22 | 179 | 166 | A | 4.8 | 16 | 391 | 1118 | 468 | 125^ | 493 | 35v | 147^ | 135^ | 184^ | 346 | 566 | 100^ | 254^ | 252^ | 287^ | 272^ | 36v | LT | 23v | LT |
| | SUN. 12.30P 30 NBC CC | | 96 | 96 | B | 4.1 | 14 | 334 | 1319 | 477 | 131 | 543 | 110 | 180 | 171 | 179 | 333 | 635 | 139 | 279 | 273 | 298 | 314 | 44 | LT | 97 | 51 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBA ON CBS | 6 | 171 | 172 | A | 5.8 | 17 | 473 | 1501 | 323 | 161^ | 348 | 89^ | 192^ | 186^ | 213^ | 124^ | 823 | 350 | 560 | 485 | 393 | 195^ | 110^ | 17v | 220^ | 121^ |
| 1 SUN. 12.00N 156 CBS SE | | 93 | 92 | B | 6.4 | 17 | 522 | 1541 | 349 | 170 | 371 | 114 | 208 | 186 | 192 | 142 | 878 | 382 | 623 | 518 | 406 | 206 | 104 | 24 | 188 | 124 |
| 2 SUN. 1.00P 144 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 3.8 | 14 | 310 | 1271 | 323^ | 198^ | 323^ | 145v | 180v | 154v | 161v | 130v | 648^ | 345^ | 396^ | 258^ | 152v | 200^ | 16v | 16v | 284^ | 155v |
| 12.30 - 1.00 | | | | A | 6.0 | 20 | 489 | 1335 | 278^ | 119v | 278^ | 95v | 153^ | 122v | 168^ | 107v | 769 | 394^ | 501 | 406^ | 270^ | 196^ | LT | LT | 288^ | 170^ |
| 1.00 - 1.30 | | | | A | 6.0 | 18 | 489 | 1654 | 328 | 124^ | 359 | 100^ | 179^ | 175^ | 206^ | 152^ | 789 | 366 | 563 | 435 | 349 | 185^ | 144^ | 10v | 362 | 188^ |
| 1.30 - 2.00 | | | | A | 6.6 | 19 | 538 | 1619 | 326 | 147^ | 356 | 97^ | 194^ | 188^ | 203^ | 126^ | 864 | 352 | 599 | 506 | 433 | 214^ | 142^ | 10v | 257 | 157^ |
| 2.00 - 2.30 | | | | A | 5.8 | 16 | 473 | 1400 | 335 | 200^ | 357 | 70^ | 193^ | 186^ | 228^ | 134^ | 854 | 322 | 571 | 546 | 482 | 192^ | 80^ | 10v | 109^ | 56v |
| 2.30 - 3.00 | | | | A | 5.0 | 13 | 408 | 1436 | 378^ | 221^ | 427^ | 64v | 263^ | 300^ | 324^ | 106v | 792 | 258^ | 525^ | 568^ | 465^ | 170^ | 146v | 46v | 71v | 15v |
| 3.00 - 3.30 | | | | A | 6.8 | 18 | 554 | 1493 | 268^ | 138^ | 307^ | 62v | 215^ | 207^ | 223^ | 51v | 898 | 362^ | 615 | 576 | 439 | 191^ | 197^ | 65v | 91v | 47v |
| NCAA BASKETBALL-REG'L | 9 | 190 | 189 | A | 5.5 | 16 | 448 | 1192 | 261^ | 90^ | 279 | 74^ | 105^ | 96^ | 151^ | 147^ | 699 | 282 | 409 | 316 | 281 | 268^ | 80^ | 22v | 134^ | 70^ |
| 1 SAT. 1.00P 125 NBC SE | | 94 | 95 | B | 5.6 | 15 | 456 | 1275 | 316 | 102 | 337 | 107 | 169 | 151 | 153 | 138 | 690 | 260 | 377 | 329 | 313 | 250 | 117 | 46 | 131 | 90 |
| 2 SAT. 3.00P 127 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.8 | 12 | 310 | 1113 | 287^ | 94v | 335^ | 101v | 158v | 112v | 200^ | 148v | 322^ | 103v | 135v | 158v | 141v | 164v | 130v | 48v | 326^ | 132v |
| 1.30 - 2.00 | | | | A | 4.3 | 14 | 350 | 1211 | 306^ | 118v | 306^ | 60v | 125v | 101v | 202^ | 154v | 543^ | 120v | 128v | 180^ | 292^ | 363^ | 128v | LT | 234^ | 117v |
| 2.00 - 2.30 | | | | A | 4.9 | 16 | 399 | 1163 | 283^ | 131v | 283^ | 51v | 131v | 118v | 182^ | 145v | 521^ | 180^ | 223^ | 213^ | 215^ | 256^ | 78v | LT | 281^ | 173^ |
| 2.30 - 3.00 | | | | A | 4.9 | 16 | 399 | 992 | 255^ | 98v | 255^ | 73v | 73v | 127v | 105v | 118v | 483^ | 193^ | 243^ | 235^ | 228^ | 202^ | 48v | LT | 206^ | 85v |
| 3.00 - 3.30 | | | | A | 6.3 | 17 | 513 | 967 | 200^ | 64v | 200^ | 40v | 65v | 89v | 117v | 111v | 657 | 257^ | 378^ | 318^ | 232^ | 279^ | 77v | 28v | 33v | 24v |
| 3.30 - 4.00 | | | | A | 7.0 | 18 | 571 | 1306 | 231^ | 55v | 245^ | 56v | 64v | 83v | 153^ | 148^ | 896 | 484 | 607 | 343^ | 247^ | 289^ | 128^ | 45v | 37v | 27v |
| 4.00 - 4.30 | | | | A | 6.1 | 16 | 497 | 1503 | 278^ | 91v | 300^ | 78v | 103v | 85v | 171^ | 173^ | 1041 | 460^ | 714 | 480 | 386^ | 312^ | 93v | 28v | 69v | 27v |
| 4.30 - 5.00 | | | | A | 5.8 | 15 | 473 | 1326 | 294^ | 100v | 328^ | 124v | 146^ | 96v | 164^ | 168^ | 908 | 330^ | 618 | 472^ | 422^ | 277^ | 16v | 16v | 74v | 37v |
| NCAA BASKETBALL GAME-SUN | 8 | 194 | 181 | A | 5.8 | 16 | 473 | 1545 | 356 | 160^ | 375 | 147^ | 219^ | 196^ | 120^ | 148^ | 881 | 299 | 603 | 578 | 500 | 191^ | 138^ | 13v | 151^ | 129^ |
| 1 SUN. 2.00P 120 NBC SE | | 96 | 90 | B | 6.3 | 16 | 513 | 1521 | 372 | 150 | 426 | 164 | 266 | 237 | 187 | 131 | 851 | 320 | 591 | 540 | 432 | 210 | 108 | 22 | 136 | 104 |
| 2 SUN. 1.00P 105 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 5.3 | 16 | 432 | 1347 | 342^ | 118v | 363^ | 134v | 218^ | 174^ | 132v | 145^ | 800 | 320^ | 573 | 515^ | 380^ | 187^ | 147^ | 25v | 37v | 37v |
| 1.30 - 2.00 | | | | A | 6.2 | 17 | 505 | 1450 | 302^ | 76v | 327^ | 116v | 209^ | 158^ | 124^ | 118v | 854 | 338^ | 580 | 566 | 416^ | 175^ | 194^ | LT | 75v | 47v |
| 2.00 - 2.30 | | | | A | 6.0 | 16 | 489 | 1613 | 356 | 175^ | 376 | 131^ | 222^ | 196^ | 156^ | 137^ | 908 | 362 | 650 | 555 | 454 | 211^ | 163^ | 20v | 166^ | 133^ |
| 2.30 - 3.00 | | | | A | 5.2 | 15 | 424 | 1443 | 422^ | 229^ | 422^ | 155^ | 205^ | 205^ | 102v | 217^ | 788 | 189^ | 469^ | 549^ | 532^ | 170^ | 49v | LT | 184^ | 184^ |
| 3.00 - 3.30 | | | | A | 5.2 | 14 | 424 | 1561 | 395^ | 162^ | 395^ | 193^ | 233^ | 233^ | 40v | 162^ | 902 | 187^ | 527^ | 625 | 645 | 198^ | 54v | LT | 210^ | 210^ |
| 3.30 - 4.00 | | | | A | 5.5 | 16 | 448 | 1681 | 392^ | 212^ | 392^ | 194^ | 222^ | 236^ | 101v | 156^ | 960 | 234^ | 662 | 681 | 692 | 170^ | 106v | LT | 223^ | 223^ |
| NCAA BASKETBALL-REG'L-2 | 1 | 179 | | A | 6.8 | 18 | 554 | 1018 | 303^ | 127^ | 363^ | 149^ | 200^ | 165^ | 173^ | 128^ | 487 | 198^ | 305^ | 322^ | 255^ | 138^ | 43v | 25v | 125^ | 78v |
| 1 SAT. 3.00P 129 NBC SE | | 94 | | B | 6.8 | 18 | 554 | 1018 | 303 | 127 | 363 | 149 | 200 | 165 | 173 | 128 | 487 | 198 | 305 | 322 | 255 | 138 | 43 | 25 | 125 | 78 |
| 3.00 - 3.30 | | | | A | 5.2 | 16 | 424 | 1073 | 373^ | 187^ | 418^ | 175^ | 248^ | 153^ | 243^ | 137v | 451^ | 197^ | 262^ | 287^ | 207^ | 144^ | 79v | 42v | 125v | 62v |
| 3.30 - 4.00 | | | | A | 6.7 | 18 | 546 | 989 | 233^ | 109v | 275^ | 115^ | 152^ | 110v | 126^ | 98v | 452 | 193^ | 369^ | 353^ | 228^ | 70v | 77v | 46v | 185^ | 88v |
| 4.00 - 4.30 | | | | A | 6.8 | 18 | 554 | 926 | 253^ | 109v | 336^ | 159^ | 203^ | 164^ | 160^ | 89v | 452 | 225^ | 299^ | 312^ | 197^ | 117^ | 13v | 13v | 125^ | 98v |
| 4.30 - 5.00 | | | | A | 7.4 | 19 | 603 | 1022 | 334^ | 132^ | 415 | 159^ | 197^ | 181^ | 169^ | 178^ | 504 | 173^ | 247^ | 260^ | 290^ | 217^ | 12v | 12v | 91v | 71v |
| NCAA BKBL SPECIAL-SUN(S) | | | 193 | A | 7.3 | 16 | 595 | 1407 | 359^ | 146^ | 381^ | 112^ | 254^ | 226^ | 197^ | 101v | 798 | 316^ | 530 | 496 | 396^ | 171^ | 143^ | 46v | 85v | 71v |
| 2 SUN. 5.21P 39 CBS SC | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.30 - 6.00 | | | | A | 7.3 | 16 | 595 | 1442 | 380^ | 148^ | 402 | 119^ | 275^ | 243^ | 208^ | 100v | 812 | 324^ | 542 | 515 | 404 | 166^ | 145^ | 47v | 83v | 67v |
| POPEYE/OLIVE COMEDY SHOW | 13 | 188 | 190 | A | 2.9 | 18 | 236 | 1712 | 377^ | 229^ | 496^ | 258^ | 318^ | 251^ | 187^ | 127v | 292^ | 101v | 101v | 120v | 68v | 123v | 229^ | 59v | 695 | 395^ |
| SAT. 8.00A 30 CBS CA | | 97 | 97 | B | 2.5 | 17 | 204 | 1452 | 199 | 100 | 232 | 110 | 164 | 132 | 95 | 43 | 168 | 81 | 104 | 93 | 55 | 51 | 190 | 63 | 862 | 479 |
| PRO BOWLERS TOUR | 9 | 188 | 183 | A | 8.0 | 21 | 652 | 1403 | 562 | 166^ | 599 | 125^ | 286 | 277 | 311 | 264 | 625 | 144^ | 321 | 349 | 356 | 230 | 60^ | 20v | 119^ | 98^ |
| 1 SAT. 3.30P 96 ABC SE | | 94 | 94 | B | 8.8 | 22 | 717 | 1493 | 557 | 175 | 629 | 159 | 317 | 286 | 307 | 270 | 638 | 173 | 335 | 344 | 333 | 236 | 100 | 39 | 126 | 92 |
| 2 SAT. 3.30P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 7.3 | 19 | 595 | 1457 | 604 | 137^ | 640 | 130^ | 317 | 328 | 351 | 268 | 618 | 118^ | 296 | 339 | 370 | 241 | 60^ | 19v | 139^ | 116^ |
| 4.00 - 4.30 | | | | A | 8.2 | 21 | 668 | 1373 | 577 | 167^ | 623 | 121^ | 296 | 288 | 336 | 273 | 590 | 123^ | 292 | 333 | 345 | 216 | 59^ | 24v | 101^ | 81^ |
| 4.30 - 5.00 | | | | A | 8.4 | 21 | 685 | 1410 | 551 | 191 | 581 | 122^ | 262 | 238 | 284 | 275 | 667 | 177 | 356 | 371 | 365 | 242 | 55^ | 19v | 107^ | 90^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RICHIE RICH/SCOOBY DOO-1 | 24 | 192 | 192 | A | 6.2 | 25 | 505 | 1705 | 154^ | 54v | 164^ | 86^ | 115^ | 104^ | 47v | 49v | 251 | 98^ | 147^ | 147^ | 104^ | 104^ | 189^ | 116^ | 1101 | 654 |
| SAT. 10.00A 30 ABC CA | | 98 | 99 | B | 6.2 | 26 | 505 | 1658 | 221 | 124 | 255 | 141 | 197 | 121 | 94 | 48 | 194 | 109 | 159 | 116 | 68 | 30 | 245 | 105 | 964 | 591 |
| RICHIE RICH/SCOOBY DOO-2 | 24 | 197 | 196 | A | 6.9 | 26 | 562 | 1626 | 187^ | 63^ | 210^ | 127^ | 153^ | 129^ | 60^ | 50v | 229 | 122^ | 148^ | 114^ | 67^ | 81^ | 267 | 109^ | 920 | 526 |
| SAT. 10.30A 30 ABC CA | | 99 | 99 | B | 7.0 | 28 | 571 | 1620 | 220 | 117 | 255 | 157 | 205 | 122 | 86 | 38 | 203 | 114 | 162 | 118 | 76 | 31 | 257 | 116 | 905 | 541 |
| ROAD TO NEW ORLEANS(S) | | | 159 | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 3.30P 60 CBS SC | | | 92 | A | 3.8 | 10 | 310 | 1348 | 394^ | 58v | 542^ | 403^ | 490^ | 212^ | 119v | 20v | 477^ | 152v | 201^ | 226^ | 135v | 251^ | 138v | 19v | 191v | 110v |
| 3.30 - 4.00 | | | | A | 3.8 | 10 | 310 | 1768 | 620^ | 109v | 871 | 664^ | 774 | 317^ | 172v | 35v | 481^ | 145v | 188v | 188v | 161v | 293^ | 135v | 38v | 281^ | 178v |
| 4.00 - 4.30 | | | | A | 3.7 | 10 | 302 | 914 | 156v | LT | 202^ | 139v | 202^ | 103v | 63v | LT | 474^ | 159v | 212^ | 262^ | 103v | 212^ | 142v | LT | 96v | 40v |
| SCHOOLHOUSE ROCK-8.26AM | 24 | 188 | 188 | A | 4.0 | 24 | 326 | 1426 | 166^ | 30v | 166^ | 46v | 73v | 89v | 43v | 77v | 136^ | 72v | 106^ | 106^ | 51v | 30v | 158^ | 46v | 966 | 494 |
| SAT. 8.26A 4 ABC CN | | 95 | 95 | B | 3.5 | 22 | 285 | 1506 | 194 | 63 | 220 | 117 | 164 | 125 | 74 | 46 | 196 | 110 | 163 | 124 | 59 | 31 | 149 | 34 | 941 | 530 |
| SCHOOLHOUSE ROCK-8.55AM | 5 | 194 | 193 | A | 4.1 | 20 | 334 | 1704 | 303^ | 78v | 303^ | 87v | 141^ | 117^ | 66v | 150^ | 153^ | 63v | 99^ | 99^ | 80v | 54v | 209^ | 50v | 1039 | 567 |
| SAT. 8.55A 4 ABC CN | | 98 | 98 | B | 4.1 | 20 | 334 | 1604 | 258 | 80 | 273 | 92 | 143 | 114 | 88 | 112 | 195 | 106 | 154 | 124 | 65 | 41 | 164 | 34 | 972 | 571 |
| SCHOOLHOUSE ROCK-9.25AM | 5 | 195 | 194 | A | 4.1 | 17 | 334 | 1362 | 224^ | 81v | 228^ | 115^ | 177^ | 127^ | 72v | 41v | 142^ | 58v | 88v | 88v | 74v | 54v | 193^ | 41v | 799 | 456 |
| SAT. 9.25A 4 ABC CN | | 99 | 99 | B | 4.5 | 19 | 367 | 1433 | 244 | 109 | 287 | 142 | 200 | 136 | 129 | 62 | 193 | 114 | 174 | 140 | 76 | 19 | 151 | 43 | 802 | 438 |
| SMURFS I | 24 | 209 | 209 | A | 7.5 | 38 | 611 | 1632 | 166^ | 101^ | 170^ | 77^ | 85^ | 72^ | 64^ | 77^ | 130^ | 55^ | 101^ | 88^ | 62^ | 29v | 136^ | 59^ | 1196 | 753 |
| SAT. 8.30A 30 NBC CA | | 99 | 99 | B | 6.0 | 35 | 489 | 1592 | 179 | 98 | 198 | 107 | 150 | 99 | 73 | 43 | 143 | 76 | 108 | 79 | 45 | 32 | 129 | 59 | 1122 | 695 |
| SMURFS II | 24 | 209 | 209 | A | 10.0 | 43 | 815 | 1699 | 182 | 112^ | 182 | 85^ | 117^ | 88^ | 97^ | 58^ | 153 | 71^ | 146^ | 120^ | 82^ | 7v | 165 | 87^ | 1199 | 759 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 8.2 | 38 | 668 | 1636 | 198 | 100 | 216 | 126 | 167 | 100 | 67 | 44 | 149 | 77 | 114 | 86 | 52 | 30 | 156 | 71 | 1115 | 701 |
| SPACE STARS I | 14 | 182 | 184 | A | 4.6 | 17 | 375 | 1419 | 144^ | 90^ | 167^ | 128^ | 139^ | 116^ | 39v | LT | 186^ | 112^ | 158^ | 121^ | 74v | 28v | 113^ | 56v | 953 | 466 |
| SAT. 11.00A 30 NBC CA | | 93 | 93 | B | 4.7 | 17 | 383 | 1558 | 213 | 122 | 248 | 148 | 195 | 129 | 78 | 41 | 246 | 165 | 217 | 139 | 66 | 26 | 190 | 61 | 874 | 504 |
| SPACE STARS II | 14 | 182 | 184 | A | 4.3 | 16 | 350 | 1617 | 222^ | 91^ | 262^ | 148^ | 160^ | 138^ | 65v | 68v | 209^ | 94^ | 154^ | 128^ | 115^ | 55v | 152^ | 72v | 994 | 431 |
| SAT. 11.30A 30 NBC CA | | 93 | 93 | B | 5.1 | 18 | 416 | 1533 | 230 | 110 | 259 | 144 | 195 | 132 | 74 | 55 | 286 | 173 | 237 | 169 | 89 | 41 | 191 | 60 | 797 | 443 |
| SPIDER-MAN & FRIENDS | 15 | 202 | 201 | A | 5.9 | 22 | 481 | 1549 | 202^ | 96^ | 236^ | 137^ | 144^ | 96^ | 57v | 78^ | 176^ | 105^ | 151^ | 116^ | 71^ | 25v | 101^ | 14v | 1036 | 562 |
| SAT. 10.30A 30 NBC CA | | 98 | 98 | B | 5.9 | 22 | 481 | 1661 | 208 | 114 | 247 | 149 | 199 | 124 | 80 | 40 | 224 | 138 | 189 | 124 | 73 | 32 | 199 | 59 | 991 | 576 |
| SPORTSBEAT | 4 | | 159 | A | 5.4 | 14 | 440 | 1473 | 480^ | 164^ | 480^ | 94v | 287^ | 221^ | 327^ | 193^ | 543 | 151^ | 202^ | 294^ | 258^ | 249^ | 191^ | 95v | 259^ | 240^ |
| 2 SUN. 2.00P 30 ABC SC | | | 87 | B | 4.1 | 11 | 334 | 1729 | 632 | 137 | 666 | 184 | 370 | 304 | 325 | 256 | 678 | 284 | 365 | 363 | 271 | 226 | 190 | 59 | 195 | 127 |
| SPORTSWORLD | 8 | 185 | 178 | A | 7.5 | 18 | 611 | 1592 | 440 | 222 | 468 | 142^ | 290 | 264 | 232 | 161^ | 823 | 185^ | 543 | 568 | 530 | 194^ | 115^ | 15v | 186^ | 141^ |
| 1 SUN. 4.00P 120 NBC SA | | 93 | 93 | B | 7.7 | 19 | 628 | 1612 | 492 | 243 | 554 | 179 | 353 | 305 | 270 | 169 | 830 | 273 | 531 | 496 | 433 | 227 | 91 | 17 | 137 | 108 |
| 2 SUN. 5.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 6.3 | 17 | 513 | 1593 | 422^ | 258^ | 422^ | 135^ | 259^ | 233^ | 196^ | 148^ | 830 | 168^ | 489 | 540 | 528 | 228^ | 103v | 23v | 238^ | 195^ |
| 4.30 - 5.00 | | | | A | 7.9 | 21 | 644 | 1489 | 410 | 238^ | 410 | 118^ | 243^ | 234^ | 180^ | 149^ | 778 | 181^ | 466 | 539 | 489 | 179^ | 86v | LT | 215^ | 183^ |
| 5.00 - 5.30 | | | | A | 8.0 | 19 | 652 | 1583 | 401 | 191 | 430 | 140^ | 266 | 236 | 194 | 153^ | 861 | 226 | 593 | 602 | 537 | 185 | 128^ | 12v | 164^ | 129^ |
| 5.30 - 6.00 | | | | A | 7.5 | 17 | 611 | 1637 | 499 | 226 | 555 | 162^ | 351 | 320 | 312 | 176^ | 789 | 142^ | 540 | 553 | 539 | 192^ | 125^ | 23v | 168^ | 109^ |
| SUNDAY MORNING | 24 | 154 | 158 | A | 5.4 | 23 | 440 | 1427 | 558 | 179^ | 596 | 186^ | 269^ | 249^ | 248^ | 299 | 568 | 239^ | 327 | 353 | 254^ | 172^ | 42v | 20v | 221^ | 95^ |
| SUN. 9.00A 90 CBS N | | 91 | 92 | B | 5.0 | 24 | 408 | 1489 | 628 | 224 | 651 | 178 | 273 | 265 | 285 | 339 | 627 | 237 | 345 | 328 | 299 | 222 | 51 | 18 | 160 | 92 |
| 9.00 - 9.30 | | | | A | 4.5 | 22 | 367 | 1455 | 480 | 147^ | 532 | 164^ | 256^ | 242^ | 240^ | 251^ | 581 | 243^ | 331 | 349 | 300^ | 182^ | 53v | 24v | 289^ | 120^ |
| 9.30 - 10.00 | | | | A | 5.6 | 24 | 456 | 1441 | 581 | 160^ | 620 | 195^ | 274 | 243^ | 252^ | 322 | 573 | 237^ | 330 | 352 | 243^ | 173^ | 40v | 22v | 208^ | 92^ |
| 10.00 - 10.30 | | | | A | 5.9 | 23 | 481 | 1424 | 603 | 224^ | 635 | 202^ | 279 | 266 | 249^ | 319 | 576 | 243^ | 334 | 371 | 244^ | 171^ | 28v | 12v | 185^ | 81^ |
| SUPERFRIENDS | 24 | 188 | 188 | A | 4.2 | 27 | 342 | 1526 | 187^ | 27v | 187^ | 61v | 84v | 94^ | 33v | 93^ | 137^ | 73v | 105^ | 105^ | 49v | 32v | 143^ | 26v | 1059 | 558 |
| SAT. 8.00A 30 ABC CA | | 95 | 95 | B | 3.4 | 23 | 277 | 1515 | 205 | 63 | 229 | 113 | 165 | 127 | 76 | 55 | 211 | 121 | 177 | 134 | 62 | 31 | 135 | 31 | 940 | 522 |
| SUPERSTARS | 7 | 178 | 170 | A | 7.2 | 19 | 587 | 1438 | 499 | 173^ | 516 | 126^ | 329 | 321 | 322 | 168^ | 568 | 176^ | 319 | 338 | 248 | 184^ | 209 | 100^ | 145^ | 138^ |
| 1 SUN. 2.00P 90 ABC SE | | 94 | 91 | B | 7.0 | 18 | 571 | 1587 | 540 | 172 | 584 | 176 | 376 | 365 | 325 | 165 | 631 | 227 | 389 | 377 | 308 | 173 | 196 | 72 | 176 | 144 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUPERSTARS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 2.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 4.9 | 14 | 399 | 1328 | 601 | 105v | 624 | 147v | 429^ | 424^ | 429^ | 163^ | 476^ | 205^ | 276^ | 260^ | 170^ | 126v | 183^ | 55v | 45v | 45v |
| 2.30 - 3.00 | | | | A | 6.9 | 18 | 562 | 1438 | 514 | 180^ | 525 | 142^ | 364 | 354 | 351 | 138^ | 535 | 171^ | 274 | 284 | 220 | 208^ | 205^ | 110^ | 173^ | 163^ |
| 3.00 - 3.30 | | | | A | 8.6 | 23 | 701 | 1498 | 463 | 193 | 486 | 110^ | 279 | 266 | 271 | 197 | 630 | 176 | 374 | 406 | 295 | 186 | 225 | 108^ | 157^ | 148^ |
| TARZAN/L.RANGER/ZORRO HR1 | 13 | 192 | 195 | A | 4.1 | 20 | 334 | 1458 | 248^ | 159^ | 320^ | 137^ | 197^ | 125^ | 162^ | 78v | 195^ | 48v | 93^ | 91v | 120^ | 56v | 284^ | 57v | 659 | 258^ |
| SAT. 8.30A 30 CBS CA | | 99 | 99 | B | 3.6 | 19 | 293 | 1544 | 246 | 99 | 274 | 118 | 189 | 136 | 128 | 67 | 246 | 99 | 163 | 144 | 119 | 65 | 214 | 62 | 810 | 427 |
| TARZAN/L.RANGER/ZORRO HR2 | 13 | 192 | 195 | A | 5.1 | 22 | 416 | 1615 | 269^ | 87^ | 341 | 163^ | 180^ | 94^ | 154^ | 137^ | 324 | 134^ | 197^ | 154^ | 171^ | 98^ | 188^ | 60v | 762 | 343 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 4.6 | 20 | 375 | 1550 | 291 | 97 | 326 | 141 | 191 | 121 | 140 | 113 | 289 | 141 | 187 | 158 | 119 | 79 | 205 | 59 | 730 | 389 |
| THIS WEEK-DAVID BRINKLEY | 15 | 164 | 165 | A | 4.4 | 15 | 359 | 1446 | 668 | 198^ | 676 | 94^ | 247^ | 231^ | 248^ | 409 | 644 | 139^ | 242^ | 235^ | 301^ | 356 | 46v | 37v | 80v | 65v |
| SUN. 11.30A 60 ABC N | | 90 | 90 | B | 3.8 | 13 | 310 | 1429 | 585 | 167 | 620 | 141 | 241 | 225 | 234 | 340 | 670 | 197 | 298 | 272 | 286 | 320 | 44 | 21 | 95 | 58 |
| 11.30 - 12.00 | | | | A | 3.9 | 14 | 318 | 1409 | 621 | 176^ | 634 | 98^ | 213^ | 183^ | 235^ | 401 | 643 | 120^ | 234^ | 241^ | 340^ | 372^ | 41v | 41v | 91v | 85v |
| 12.00 - 12.30 | | | | A | 5.0 | 17 | 408 | 1412 | 686 | 208^ | 686 | 86^ | 265^ | 263^ | 250^ | 401 | 617 | 146^ | 237^ | 219^ | 257^ | 348 | 45v | 29v | 64v | 45v |
| 30 MINUTES | 18 | 161 | 159 | A | 3.9 | 12 | 318 | 1421 | 603 | 296^ | 638 | 265^ | 425 | 278^ | 308^ | 189^ | 267^ | 110^ | 154^ | 201^ | 157^ | 47v | 107^ | 37v | 409 | 333^ |
| SAT. 1.30P 30 CBS DN | | 90 | 89 | B | 3.8 | 12 | 310 | 1483 | 479 | 184 | 542 | 226 | 344 | 236 | 220 | 167 | 301 | 119 | 190 | 168 | 157 | 84 | 164 | 81 | 476 | 301 |
| THUNDARR THE BARBARIAN | 5 | 194 | 193 | A | 4.1 | 20 | 334 | 1551 | 296^ | 78v | 299^ | 118^ | 171^ | 126^ | 62v | 119^ | 165^ | 72v | 117^ | 117^ | 83v | 48v | 210^ | 50v | 877 | 485 |
| SAT. 8.30A 30 ABC CA | | 98 | 98 | B | 4.2 | 21 | 342 | 1504 | 246 | 68 | 253 | 104 | 154 | 113 | 81 | 87 | 203 | 119 | 170 | 143 | 66 | 33 | 167 | 38 | 881 | 521 |
| TOM AND JERRY COMEDY SHOW | 22 | 162 | 163 | A | 6.1 | 21 | 497 | 1473 | 195^ | 165^ | 245 | 112^ | 130^ | 60v | 133^ | 107^ | 269 | 94^ | 196^ | 124^ | 153^ | 73^ | 130^ | 83^ | 829 | 441 |
| SAT. 12.30P 30 CBS CA | | 88 | 87 | B | 5.8 | 19 | 473 | 1677 | 325 | 154 | 388 | 202 | 275 | 169 | 132 | 103 | 311 | 173 | 237 | 157 | 112 | 61 | 179 | 79 | 799 | 446 |
| TROLLKINS | 12 | 170 | 175 | A | 4.9 | 17 | 399 | 1479 | 244^ | 198^ | 389 | 312 | 342 | 96^ | 77^ | 47v | 367 | 244^ | 296^ | 150^ | 92^ | 71v | 187^ | 107^ | 536 | 273^ |
| SAT. 12.00N 30 CBS CA | | 90 | 91 | B | 5.2 | 17 | 424 | 1612 | 319 | 193 | 400 | 234 | 316 | 169 | 137 | 73 | 313 | 169 | 235 | 177 | 113 | 65 | 176 | 94 | 723 | 390 |
| USA VS-WRLD-OLYMPIC SPRTS | 5 | 190 | 176 | A | 8.8 | 23 | 717 | 1444 | 420 | 159^ | 431 | 98^ | 254 | 275 | 254 | 145^ | 695 | 224 | 400 | 421 | 377 | 200 | 196 | 60^ | 122^ | 101^ |
| SUN. 3.30P 60 ABC SE | | 96 | 91 | B | 8.4 | 21 | 685 | 1566 | 499 | 185 | 526 | 170 | 330 | 313 | 264 | 157 | 725 | 277 | 451 | 424 | 349 | 187 | 153 | 54 | 162 | 119 |
| 3.30 - 4.00 | | | | A | 8.4 | 23 | 685 | 1380 | 404 | 129^ | 417 | 87^ | 220 | 256 | 238 | 161^ | 665 | 196 | 386 | 417 | 367 | 193 | 188 | 72^ | 110^ | 96^ |
| 4.00 - 4.30 | | | | A | 9.2 | 24 | 750 | 1485 | 428 | 184 | 440 | 107^ | 282 | 291 | 267 | 130^ | 716 | 245 | 405 | 422 | 382 | 205 | 199 | 45^ | 130^ | 103^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.MON. FEB.22, 1982 — WEEK 1

| Network / Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000) & %) | 17,030 / 20.9 | | | | 19,480 / 23.9 | | | | | | | |
| Program | THAT'S INCREDIBLE | | | | ABC MONDAY NIGHT MOVIE — OLIVER'S STORY(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 13,690 / 16.8 | 16.2* | | 17.4* | 13,200 / 16.2 | 14.6* | | 16.1* | | 17.5* | | 16.6* |
| SHARE OF AUDIENCE % | 24 | 23 * | | 24 * | 24 | 21 * | | 23 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 15.5 | 16.9 | 17.8 | 17.0 | 14.4 | 14.8 | 15.7 | 16.6 | 17.8 | 17.1 | 17.2 | 16.0 |
| **CBS TV** — TOTAL AUDIENCE (Households (000) & %) | 16,460 / 20.2 | | | | 20,460 / 25.1 | | 18,090 / 22.2 | | 19,320 / 23.7 | | | |
| Program | MR. MERLIN (OP) | | | | M*A*S*H | | HOUSE CALLS | | SUZANNE SOMERS SPECIAL | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,710 / 15.6 | 15.5* | | 15.7* | 18,830 / 23.1 | | 16,300 / 20.0 | | 14,590 / 17.9 | 18.5* | | 17.3* |
| SHARE OF AUDIENCE % | 22 | 22 * | | 22 * | 33 | | 29 | | 27 | 27 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 15.5 | 15.6 | 15.6 | 15.8 | 22.6 | 23.7 | 20.2 | 19.8 | 18.5 | 18.6 | 18.2 | 16.3 |
| **NBC TV** — TOTAL AUDIENCE (Households (000) & %) | 23,800 / 29.2 | | | | 24,040 / 29.5 | | | | | | | |
| Program | LITTLE HOUSE-PRAIRIE (OP) | | | | NBC MONDAY NIGHT MOVIES — A WEDDING ON WALTONS MOUNTAIN(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 20,540 / 25.2 | 24.5* | | 26.0* | 17,440 / 21.4 | 20.9* | | 21.1* | | 22.1* | | 21.7* |
| SHARE OF AUDIENCE % | 36 | 35 * | | 36 * | 32 | 30 * | | 30 * | | 33 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | 23.7 | 25.3 | 25.9 | 26.0 | 21.0 | 20.7 | 21.1 | 21.1 | 22.0 | 22.2 | 22.3 | 21.0 |

## EVE.MON. MAR.1, 1982 — WEEK 2

| Network / Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000) & %) | 18,420 / 22.6 | | | | 26,730 / 32.8 | | | | | | | |
| Program | THAT'S INCREDIBLE | | | | ABC THEATRE — DIVORCE WARS:A LOVE STORY(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 13,530 / 16.6 | 14.9* | | 18.3* | 18,580 / 22.8 | 21.1* | | 22.1* | | 24.2* | | 24.0* |
| SHARE OF AUDIENCE % | 24 | 22 * | | 26 * | 35 | 30 * | | 32 * | | 38 * | | 40 * |
| AVG. AUD. BY ¼ HR. % | 14.5 | 15.3 | 17.4 | 19.1 | 20.7 | 21.4 | 21.7 | 22.6 | 23.9 | 24.4 | 24.3 | 23.8 |
| **CBS TV** — TOTAL AUDIENCE (Households (000) & %) | 16,710 / 20.5 | | 14,180 / 17.4 | | 18,340 / 22.5 | | 15,080 / 18.5 | | 13,860 / 17.0 | | | |
| Program | MR. MERLIN | | PRIVATE BENJAMIN (OP) | | M*A*S*H | | HOUSE CALLS | | LOU GRANT | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 14,590 / 17.9 | | 12,880 / 15.8 | | 16,140 / 19.8 | | 13,940 / 17.1 | | 10,920 / 13.4 | 14.0* | | 12.8* |
| SHARE OF AUDIENCE % | 26 | | 23 | | 28 | | 24 | | 22 | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | 17.8 | 17.9 | 15.5 | 16.0 | 19.3 | 20.4 | 17.1 | 17.1 | 14.4 | 13.6 | 13.2 | 12.4 |
| **NBC TV** — TOTAL AUDIENCE (Households (000) & %) | 19,560 / 24.0 | | | | 21,760 / 26.7 | | | | | | | |
| Program | LITTLE HOUSE-PRAIRIE (OP) | | | | ROY ACUFF-KING-CNTRY MUS. (SUS-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 16,630 / 20.4 | 19.7* | | 21.1* | 14,020 / 17.2 | 16.9* | | 17.8* | | 17.8* | | 16.3* |
| SHARE OF AUDIENCE % | 30 | 29 * | | 30 * | 26 | 24 * | | 26 * | | 28 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 19.2 | 20.3 | 21.6 | 20.6 | 16.8 | 16.9 | 18.3 | 17.3 | 18.0 | 17.5 | 16.7 | 16.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 61.7 | 63.3 | 63.8 | 66.7 | 69.0 | 70.5 | 71.4 | 71.4 | 70.2 | 70.4 | 69.5 | 69.2 | 67.8 | 66.9 | 65.6 | 61.9 |
| WK. 2 | 62.5 | 64.0 | 64.7 | 66.4 | 67.2 | 68.3 | 69.0 | 69.9 | 70.2 | 70.8 | 70.4 | 69.3 | 65.6 | 63.4 | 60.4 | 58.4 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 23, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 17,200 | | 16,950 | | 20,380 | | 21,270 | | 21,520 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.1 | | 20.8 | | 25.0 | | 26.1 | | 26.4 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,320 | | 15,400 | | 18,580 | | 19,400 | | 18,420 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.8 | | 18.9 | | 22.8 | | 23.8 | | 22.6 | 22.4* | | 22.9* |
| SHARE OF AUDIENCE % | | | | | 29 | | 28 | | 34 | | 36 | | 36 | 35 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.5 | 19.1 | 18.7 | 19.2 | 21.9 | 23.8 | 23.5 | 24.1 | 22.0 | 22.7 | 23.3 | 22.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 24,040 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 29.5 | | | | | | | | | | | |
| Program | | | | | ← IVANHOE (OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,750 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.1 | 18.1* | | 18.2* | | 18.0* | | 17.9* | | 18.5* | | 17.7* |
| SHARE OF AUDIENCE % | | | | | 28 | 28 * | | 27 * | | 27 * | | 27 * | | 29 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.0 | 18.1 | 18.2 | 18.2 | 18.2 | 17.8 | 17.8 | 18.1 | 18.6 | 18.4 | 18.2 | 17.1 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 17,770 | | | | 16,630 | | | | 15,240 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.8 | | | | 20.4 | | | | 18.7 | | | |
| Program | | | | | ← FATHER MURPHY (OP) → | | | | ← BRET MAVERICK (SUS-OP) → | | | | ← FLAMINGO ROAD → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,750 | | | | 13,860 | | | | 12,710 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.1 | 17.3* | | 18.9* | 17.0 | 16.8* | | 17.1* | 15.6 | 15.5* | | 15.8* |
| SHARE OF AUDIENCE % | | | | | 27 | 26 * | | 28 * | 25 | 25 * | | 26 * | 25 | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.9 | 17.6 | 18.8 | 19.1 | 16.8 | 16.8 | 17.1 | 17.1 | 15.2 | 15.8 | 16.0 | 15.6 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 18,750 | | 16,540 | | 20,950 | | 19,070 | | 20,380 | | | |
| TOTAL AUDIENCE (%) | | | | | 23.0 | | 20.3 | | 25.7 | | 23.4 | | 25.0 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 16,710 | | 15,570 | | 19,480 | | 17,850 | | 16,710 | | | |
| AVERAGE AUDIENCE (%) | | | | | 20.5 | | 19.1 | | 23.9 | | 21.9 | | 20.5 | 20.6* | | 20.3* |
| SHARE OF AUDIENCE % | | | | | 31 | | 29 | | 36 | | 34 | | 35 | 35 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.0 | 21.0 | 18.7 | 19.5 | 23.7 | 24.2 | 22.3 | 21.6 | 20.7 | 20.5 | 20.6 | 19.9 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,860 | | | | 18,170 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 17.0 | | | | 22.3 | | | | | | | |
| Program | | | | | ← SIMON & SIMON (OP) → | | | | ← CBS TUESDAY NIGHT MOVIES AN INNOCENT LOVE → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,840 | | | | 11,900 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.3 | 12.9* | | 13.8* | 14.6 | 13.7* | | 14.7* | | 15.1* | | 14.9* |
| SHARE OF AUDIENCE % | | | | | 20 | 20 * | | 21 * | 24 | 21 * | | 23 * | | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.9 | 12.9 | 13.7 | 13.8 | 13.4 | 14.0 | 14.6 | 14.9 | 15.3 | 14.9 | 15.2 | 14.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 18,660 | | | | 17,200 | | | | 14,670 | | | |
| TOTAL AUDIENCE (%) | | | | | 22.9 | | | | 21.1 | | | | 18.0 | | | |
| Program | | | | | ← FATHER MURPHY (OP) → | | | | ← BRET MAVERICK (OP) → | | | | ← FLAMINGO ROAD → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,160 | | | | 14,180 | | | | 12,230 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.6 | 18.2* | | 19.0* | 17.4 | 17.0* | | 17.8* | 15.0 | 14.9* | | 15.0* |
| SHARE OF AUDIENCE % | | | | | 28 | 28 * | | 29 * | 26 | 26 * | | 27 * | 26 | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.2 | 18.2 | 19.1 | 18.8 | 16.9 | 17.1 | 17.9 | 17.6 | 15.1 | 14.7 | 15.1 | 15.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 60.9 | 62.4 | 62.1 | 62.6 | 64.8 | 66.0 | 66.6 | 67.5 | 66.6 | 67.2 | 67.0 | 67.0 | 64.6 | 64.2 | 63.2 | 60.9 |
| WK. 2 | 63.3 | 64.5 | 64.3 | 65.6 | 65.8 | 66.3 | 66.4 | 66.6 | 66.3 | 66.6 | 65.8 | 64.2 | 60.3 | 58.9 | 58.3 | 55.8 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE. TUE. MAR. 2, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.WED. FEB.24, 1982

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,850<br>21.9 | | | | 20,380<br>25.0 | | | | 19,890<br>24.4 | | | |
| ABC TV program | | | | | GREATEST AMERICAN HERO | | | | FALL GUY (OP) | | | | DYNASTY | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,670<br>18.0 | 17.2* | | 18.8* | 16,060<br>19.7 | 19.0* | | 20.4* | 17,120<br>21.0 | 20.7* | | 21.3* |
| SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 29 * | 30 | 29 * | | 31 * | 34 | 33 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.7 | 17.8 | 18.6 | 18.9 | 18.7 | 19.3 | 20.4 | 20.3 | 20.2 | 21.3 | 21.3 | 21.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 12,140<br>14.9 | | 9,780<br>12.0 | | 26,810<br>32.9 | | | | | | | |
| CBS TV program | | | | | WKRP IN CINCINNATI | | TWO OF US (OP) | | GRAMMY AWARDS (9:00-11:25PM)(→OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,760<br>13.2 | | 8,640<br>10.6 | | 14,750<br>18.1 | 18.1* | | 20.4* | | 18.6* | | 18.0* |
| SHARE OF AUDIENCE % | | | | | 21 | | 16 | | 29 | 28 * | | 31 * | | 30 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.3 | 13.0 | 10.1 | 11.0 | 17.4 | 18.9 | 20.4 | 20.4 | 19.1 | 18.2 | 18.1 | 17.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,430<br>26.3 | | | | 15,970<br>19.6 | | 13,040<br>16.0 | | 15,890<br>19.5 | | | |
| NBC TV program | | | | | REAL PEOPLE (OP) | | | | FACTS OF LIFE | | LOVE, SIDNEY (OP) | | QUINCY, M.E. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,600<br>21.6 | 21.0* | | 22.3* | 14,260<br>17.5 | | 11,820<br>14.5 | | 12,960<br>15.9 | 15.8* | | 16.0* |
| SHARE OF AUDIENCE % | | | | | 33 | 33 * | | 34 * | 27 | | 22 | | 26 | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.4 | 21.5 | 22.2 | 22.3 | 17.5 | 17.4 | 14.4 | 14.5 | 15.5 | 16.0 | 16.1 | 16.0 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,090<br>22.2 | | | | 20,540<br>25.2 | | | | 20,210<br>24.8 | | | |
| ABC TV program | | | | | GREATEST AMERICAN HERO | | | | FALL GUY (OP) | | | | DYNASTY | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,750<br>18.1 | 17.3* | | 19.0* | 16,140<br>19.8 | 19.5* | | 20.1* | 17,770<br>21.8 | 21.9* | | 21.7* |
| SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 29 * | 31 | 30 * | | 31 * | 35 | 35 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.7 | 17.8 | 18.7 | 19.3 | 19.4 | 19.7 | 19.8 | 20.4 | 21.6 | 22.1 | 21.8 | 21.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 16,220<br>19.9 | | | | 18,500<br>22.7 | | | | | | | |
| CBS TV program | | | | | RINGLING BROS. CIRCUS (OP) | | | | CBS WEDNESDAY NIGHT MOVIE DESPERATE LIVES | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,060<br>14.8 | 15.0* | | 14.6* | 11,900<br>14.6 | 14.3* | | 14.8* | | 14.7* | | 14.8* |
| SHARE OF AUDIENCE % | | | | | 23 | 24 * | | 22 * | 23 | 22 * | | 23 * | | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.1 | 14.9 | 14.7 | 14.4 | 14.5 | 14.1 | 14.7 | 15.0 | 14.6 | 14.8 | 15.0 | 14.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 20,290<br>24.9 | | | | 16,630<br>20.4 | | 14,750<br>18.1 | | 15,490<br>19.0 | | | |
| NBC TV program | | | | | REAL PEOPLE (OP) | | | | FACTS OF LIFE | | LOVE, SIDNEY (SUS-OP) | | QUINCY, M.E. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,220<br>19.9 | 19.3* | | 20.6* | 15,000<br>18.4 | | 13,690<br>16.8 | | 13,450<br>16.5 | 16.3* | | 16.6* |
| SHARE OF AUDIENCE % | | | | | 31 | 30 * | | 32 * | 29 | | 26 | | 27 | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.5 | 20.0 | 20.4 | 20.8 | 18.1 | 18.7 | 17.1 | 16.5 | 16.2 | 16.5 | 16.7 | 16.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 60.6 | 62.2 | 62.2 | 63.4 | 63.3 | 64.3 | 64.7 | 65.6 | 65.0 | 66.2 | 66.4 | 65.9 | 62.8 | 62.7 | 62.3 | 61.0 |
| WK. 2 | 60.2 | 60.9 | 60.3 | 61.6 | 62.8 | 63.8 | 65.0 | 65.5 | 64.5 | 64.3 | 64.3 | 64.5 | 63.0 | 62.7 | 62.0 | 60.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## EVE.WED. MAR.3, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.25, 1982

## WEEK 1

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 17,850 | | | | 14,670 | | 14,910 | | 16,540 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.9 | | | | 18.0 | | 18.3 | | 20.3 | | | |
| Program | (SUS-OP) | | | | ← THAT'S INCREDIBLE SPECIAL → | | | | BARNEY MILLER | | TAXI (OP) | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,340 | | | | 13,200 | | 13,770 | | 12,960 | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.6 | 17.1* | | 18.0* | 16.2 | | 16.9 | | 15.9 | 16.3* | | 15.5* |
| SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 28 * | 25 | | 26 | | 26 | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.6 | 17.7 | 18.1 | 18.0 | 16.0 | 16.3 | 16.8 | 17.0 | 16.2 | 16.3 | 16.1 | 14.9 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 20,700 | | | | 23,960 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 25.4 | | | | 29.4 | | | | | | | |
| Program | | | | | ← MAGNUM, P.I. (OP) → | | | | ← MUGGABLE MARY-STREET COP → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,120 | | | | 17,440 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 21.0 | 20.5* | | 21.6* | 21.4 | 20.2* | | 22.0* | | 21.9* | | 21.4* |
| SHARE OF AUDIENCE % | | | | | 33 | 32 * | | 33 * | 34 | 31 * | | 33 * | | 34 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.0 | 21.0 | 21.5 | 21.7 | 20.0 | 20.4 | 22.1 | 21.9 | 21.9 | 21.9 | 21.6 | 21.1 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 14,670 | | | | 14,910 | | 14,180 | | 17,440 | | | |
| TOTAL AUDIENCE (%) | | | | | 18.0 | | | | 18.3 | | 17.4 | | 21.4 | | | |
| Program | | | | | ← FAME (OP) → | | | | DIFF'RENT STROKES | | GIMME A BREAK (SUS-OP) | | ← HILL STREET BLUES → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,330 | | | | 13,770 | | 13,120 | | 13,860 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.9 | 13.9* | | 13.9* | 16.9 | | 16.1 | | 17.0 | 17.2* | | 16.9* |
| SHARE OF AUDIENCE % | | | | | 22 | 22 * | | 21 * | 26 | | 25 | | 27 | 27 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.9 | 13.9 | 13.8 | 14.0 | 16.5 | 17.4 | 15.9 | 16.3 | 17.2 | 17.3 | 17.0 | 16.8 |

## WEEK 2

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 17,280 | | 13,610 | | 14,260 | | 14,180 | | 16,060 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.2 | | 16.7 | | 17.5 | | 17.4 | | 19.7 | | | |
| Program | | | | | POLICE SQUAD | | BOSOM BUDDIES | | BARNEY MILLER | | TAXI (OP) | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,000 | | 11,900 | | 12,880 | | 12,550 | | 11,650 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.4 | | 14.6 | | 15.8 | | 15.4 | | 14.3 | 14.2* | | 14.5* |
| SHARE OF AUDIENCE % | | | | | 28 | | 22 | | 24 | | 24 | | 25 | 24 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.3 | 18.4 | 14.4 | 14.8 | 15.6 | 16.0 | 15.4 | 15.4 | 14.3 | 14.1 | 14.5 | 14.5 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 23,230 | | | | 18,260 | | | | 16,220 | | | |
| TOTAL AUDIENCE (%) | | | | | 28.5 | | | | 22.4 | | | | 19.9 | | | |
| Program | | | | | ← MAGNUM, P.I. (OP) → | | | | ← KNOTS LANDING → | | | | ← NURSE → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 18,170 | | | | 14,830 | | | | 13,770 | | | |
| AVERAGE AUDIENCE (%) | | | | | 22.3 | 20.8* | | 23.8* | 18.2 | 18.0* | | 18.5* | 16.9 | 16.8* | | 17.1* |
| SHARE OF AUDIENCE % | | | | | 33 | 31 * | | 35 * | 28 | 27 * | | 29 * | 29 | 29 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.9 | 21.6 | 23.8 | 23.7 | 17.9 | 18.0 | 18.6 | 18.4 | 16.3 | 17.2 | 17.2 | 17.0 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 15,730 | | | | 15,890 | | 13,770 | | 17,850 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.3 | | | | 19.5 | | 16.9 | | 21.9 | | | |
| Program | | | | | ← FAME (OP) → | | | | DIFF'RENT STROKES (R) | | GIMME A BREAK (R)(OP) | | ← HILL STREET BLUES (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,140 | | | | 14,670 | | 12,880 | | 13,280 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.9 | 14.6* | | 15.2* | 18.0 | | 15.8 | | 16.3 | 17.0* | | 15.6* |
| SHARE OF AUDIENCE % | | | | | 22 | 22 * | | 23 * | 27 | | 25 | | 28 | 29 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.5 | 14.6 | 15.1 | 15.4 | 17.9 | 18.1 | 15.9 | 15.8 | 17.1 | 16.9 | 15.9 | 15.3 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 61.3 | 62.9 | 61.8 | 61.8 | 62.9 | 64.0 | 64.8 | 65.2 | 64.3 | 65.2 | 65.7 | 65.7 | 64.1 | 63.7 | 62.0 | 59.2 |
| WK. 2 | 64.4 | 65.5 | 65.4 | 67.0 | 66.1 | 67.6 | 67.2 | 67.3 | 66.1 | 66.0 | 64.7 | 63.6 | 59.3 | 58.4 | 57.0 | 55.2 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE.THU. MAR.4, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. FEB.26, 1982

## WEEK 1

| Network | Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 15,160<br>18.6 | | 11,170<br>13.7 | | 9,290<br>11.4 | | 8,800<br>10.8 | | 13,530<br>16.6 | | | |
| | Program | BENSON | | OPEN ALL NIGHT | | BEST OF THE WEST | | MAKING A LIVING (OP) | | ← STRIKE FORCE → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 13,280<br>16.3 | | 10,110<br>12.4 | | 8,390<br>10.3 | | 8,070<br>9.9 | | 10,600<br>13.0 | 12.8* | | 13.3* |
| | SHARE OF AUDIENCE % | 27 | | 20 | | 17 | | 16 | | 23 | 22 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | 16.0 | 16.6 | 12.5 | 12.3 | 10.3 | 10.4 | 9.6 | 10.3 | 12.7 | 12.8 | 12.9 | 13.6 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 23,390<br>28.7 | | | | 28,690<br>35.2 | | | | 21,600<br>26.5 | | | |
| | Program | ← DUKES OF HAZZARD (OP) → | | | | ← DALLAS → | | | | ← FALCON CREST → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 18,580<br>22.8 | 20.9* | | 24.7* | 24,450<br>30.0 | 28.8* | | 31.2* | 18,090<br>22.2 | 22.8* | | 21.6* |
| | SHARE OF AUDIENCE % | 38 | 35 * | | 41 * | 49 | 47 * | | 50 * | 40 | 40 * | | 39 * |
| | AVG. AUD. BY ¼ HR. % | 20.0 | 21.8 | 24.3 | 25.0 | 28.0 | 29.7 | 31.4 | 30.9 | 23.3 | 22.4 | 22.0 | 21.1 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 12,060<br>14.8 | | | | 14,510<br>17.8 | | | | | | | |
| | Program | ← NBC MAGAZINE (OP) → | | | | ← NBC FRIDAY MOVIE OF-WEEK THE PRIZE FIGHTER(OP) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 8,480<br>10.4 | 10.3* | | 10.4* | 8,230<br>10.1 | 10.1* | | 10.1* | | 10.1* | | 10.3* |
| | SHARE OF AUDIENCE % | 17 | 17 * | | 17 * | 17 | 17 * | | 16 * | | 18 * | | 19 * |
| | AVG. AUD. BY ¼ HR. % | 10.8 | 9.8 | 10.7 | 10.2 | 10.3 | 10.0 | 10.3 | 10.0 | 10.0 | 10.1 | 10.3 | 10.3 |

## WEEK 2

| Network | Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 12,230<br>15.0 | | 9,620<br>11.8 | | 10,350<br>12.7 | | | | 14,670<br>18.0 | | | |
| | Program | BENSON | | OPEN ALL NIGHT | | ← SUCCESS:IT CAN BE YOURS (OP) → | | | | ← STRIKE FORCE → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 11,000<br>13.5 | | 8,800<br>10.8 | | 7,580<br>9.3 | 9.5* | | 9.1* | 11,330<br>13.9 | 13.1* | | 14.8* |
| | SHARE OF AUDIENCE % | 23 | | 18 | | 15 | 15 * | | 15 * | 24 | 23 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | 13.1 | 14.0 | 10.8 | 10.9 | 9.5 | 9.5 | 8.9 | 9.3 | 12.2 | 14.0 | 14.9 | 14.7 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 23,150<br>28.4 | | | | 26,900<br>33.0 | | | | 21,030<br>25.8 | | | |
| | Program | ← DUKES OF HAZZARD (OP) → | | | | ← DALLAS → | | | | ← LYNDA CARTER:STREET LIFE → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 17,770<br>21.8 | 19.4* | | 24.2* | 23,150<br>28.4 | 28.0* | | 28.8* | 15,080<br>18.5 | 19.7* | | 17.3* |
| | SHARE OF AUDIENCE % | 36 | 32 * | | 40 * | 46 | 45 * | | 46 * | 32 | 34 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | 18.3 | 20.4 | 23.5 | 24.8 | 27.3 | 28.6 | 29.3 | 28.3 | 20.9 | 18.4 | 17.6 | 17.0 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 11,820<br>14.5 | | | | 14,670<br>18.0 | | | | | | | |
| | Program | ← NBC MAGAZINE (OP) → | | | | ← NBC FRIDAY MOVIE OF-WEEK GRAY LADY DOWN(R)(SUS-OP) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 8,720<br>10.7 | 10.6* | | 10.8* | 9,450<br>11.6 | 10.4* | | 11.1* | | 12.3* | | 12.8* |
| | SHARE OF AUDIENCE % | 18 | 18 * | | 18 * | 19 | 17 * | | 18 * | | 21 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | 10.6 | 10.7 | 10.8 | 10.7 | 10.2 | 10.6 | 11.0 | 11.1 | 12.1 | 12.4 | 12.7 | 12.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 57.2 | 58.1 | 58.2 | 58.4 | 59.7 | 60.7 | 60.5 | 61.2 | 60.2 | 61.3 | 61.5 | 62.1 | 58.4 | 56.6 | 55.4 | 54.4 |
| WK. 2 | 57.2 | 58.9 | 58.7 | 59.7 | 59.1 | 60.5 | 60.6 | 61.7 | 60.7 | 62.6 | 62.9 | 61.8 | 58.9 | 57.5 | 56.7 | 55.8 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE.FRI. MAR.5, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. FEB.27, 1982

**WEEK 1**

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 14,750<br>18.1 | | | | 29,010<br>35.6 | | | | | | | |
| Program | | | | | ← KING'S CROSSING (OP) → | | | | ← LOVE BOAT (OP) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,920<br>13.4 | 12.8* | | 14.0* | 20,050<br>24.6 | 22.7* | | 24.1* | | 25.7* | | 26.0* |
| SHARE OF AUDIENCE % | | | | | 23 | 22 * | | 24 * | 43 | 38 * | | 41 * | | 46 * | | 49 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.5 | 13.2 | 13.5 | 14.5 | 21.6 | 23.7 | 24.0 | 24.2 | 25.8 | 25.7 | 26.4 | 25.6 |
| **CBS TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 17,520<br>21.5 | | | | 16,140<br>19.8 | | | | | | | |
| Program | (SUS-OP) | | | | ← WALT DISNEY → THE SPACEMAN IN KING ARTHUR'S COURT, PART 1(OP) | | | | ← CBS SAT. NIGHT MOVIE → RASCALS AND ROBBERS: THE SECRET ADVENTURES OF TOM SAWYER AND HUCK FINN | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,470<br>15.3 | 15.1* | | 15.5* | 9,860<br>12.1 | 11.6* | | 11.5* | | 12.8* | | 12.6* |
| SHARE OF AUDIENCE % | | | | | 26 | 26 * | | 26 * | 21 | 19 * | | 19 * | | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.1 | 15.2 | 15.6 | 15.5 | 11.9 | 11.3 | 11.3 | 11.7 | 13.1 | 12.6 | 12.4 | 12.7 |
| **NBC TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 13,610<br>16.7 | | 13,690<br>16.8 | | 15,000<br>18.4 | | | | 9,210<br>11.3 | | | |
| Program | | | | | ONE OF THE BOYS | | HARPER VALLEY (OP) | | ← BARBARA MANDRELL (SUS-OP) → | | | | ← BILLY CRYSTAL COMEDY HOUR → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,490<br>14.1 | | 12,390<br>15.2 | | 12,060<br>14.8 | 15.0* | | 14.7* | 6,110<br>7.5 | 7.8* | | 7.1* |
| SHARE OF AUDIENCE % | | | | | 24 | | 26 | | 25 | 25 * | | 25 * | 14 | 14 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.4 | 14.7 | 15.0 | 15.4 | 14.7 | 15.3 | 15.1 | 14.3 | 8.6 | 7.0 | 7.2 | 7.1 |

## EVE.SAT. MAR.6, 1982

**WEEK 2**

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 28,360<br>34.8 | | | | | | | | 17,850<br>21.9 | | | |
| Program | | | | | ← LOVE BOAT (OP) → | | | | | | | | ← FANTASY ISLAND → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,850<br>21.9 | 17.8* | | 20.1* | | 24.8* | | 25.1* | 13,940<br>17.1 | 17.1* | | 17.0* |
| SHARE OF AUDIENCE % | | | | | 35 | 29 * | | 32 * | | 39 * | | 40 * | 30 | 30 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.9 | 18.6 | 19.7 | 20.5 | 24.4 | 25.3 | 25.5 | 24.7 | 17.8 | 16.4 | 17.0 | 17.1 |
| **CBS TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 16,630<br>20.4 | | | | 16,220<br>19.9 | | | | | | | |
| Program | | | | | ← WALT DISNEY → THE SPACEMAN IN KING ARTHUR'S COURT, PART 2(OP) | | | | ← CBS SAT. NIGHT MOVIE → COMES A HORSEMAN | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,390<br>15.2 | 14.8* | | 15.7* | 10,270<br>12.6 | 12.6* | | 12.7* | | 12.7* | | 12.3* |
| SHARE OF AUDIENCE % | | | | | 24 | 24 * | | 25 * | 21 | 20 * | | 20 * | | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.6 | 14.9 | 15.9 | 15.5 | 12.7 | 12.6 | 12.9 | 12.5 | 12.9 | 12.4 | 12.5 | 12.0 |
| **NBC TV** — TOTAL AUDIENCE (Households (000) & %) | | | | | 11,250<br>13.8 | | 14,260<br>17.5 | | | | | | 13,370<br>16.4 | | | |
| Program | | | | | ONE OF THE BOYS | | ← CHICAGO STORY (OP) → | | | | | | ← MCCLAIN'S LAW → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,780<br>12.0 | | 9,940<br>12.2 | 12.1* | | 12.0* | | 12.4* | 11,080<br>13.6 | 13.2* | | 14.0* |
| SHARE OF AUDIENCE % | | | | | 19 | | 19 | 19 * | | 19 * | | 20 * | 24 | 23 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.7 | 12.2 | 12.0 | 12.3 | 12.0 | 12.0 | 12.4 | 12.5 | 12.8 | 13.6 | 13.9 | 14.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 55.3 | 56.7 | 57.3 | 58.7 | 58.7 | 58.8 | 58.9 | 60.0 | 59.2 | 59.9 | 59.8 | 58.5 | 56.9 | 55.5 | 54.3 | 52.9 |
| WK. 2 | 57.2 | 58.5 | 59.2 | 60.6 | 61.1 | 62.4 | 62.7 | 63.3 | 63.1 | 63.1 | 63.0 | 62.3 | 58.4 | 56.7 | 56.4 | 55.4 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

**WEEK 1**

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 6,520<br>8.0 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,190<br>7.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.6 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 6,280<br>7.7 | | | | | | | | | | | | | |
| CBS TV program | | | CBS NEWS SPEC. RPT-11.30P (11:30-12:08AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,050<br>6.2 | 6.2* | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 16 | 16 * | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 6.2 | 6.2 | 6.2 | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 11,250<br>13.8 | | | | | | | | | | | | | |
| NBC TV program | | | ← SATURDAY NIGHT → (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,520<br>8.0 | 8.4* | | 7.9* | | 7.3* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 23 | 21 * | | 23 * | | 25 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 8.9 | 8.0 | 8.0 | 7.8 | 7.2 | 7.5 | | | | | | | | |

**WEEK 2**

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,870<br>7.2 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,540<br>6.8 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 14 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.8 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 10,840<br>13.3 | | | | | | | | | | | | | |
| NBC TV program | | | ← SATURDAY NIGHT → (11:30-12:51AM) (SUSTAINING 12:51-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,110<br>7.5 | 8.5* | | 7.4* | | 6.1* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 22 | 22 * | | 23 * | | 22 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 9.2 | 7.9 | 7.6 | 7.2 | 6.2 | 5.6 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 49.3 | 45.3 | 40.3 | 38.1 | 35.4 | 32.5 | 29.6 | 28.3 | 25.0 | 22.7 | 20.1 | 17.5 | 15.4 | 13.1 | 11.6 | 10.7 |
| WK. 2 | 50.9 | 47.3 | 40.7 | 36.8 | 34.3 | 30.8 | 27.9 | 25.4 | 23.1 | 20.7 | 18.0 | 16.3 | 14.5 | 12.9 | 12.1 | 10.7 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.28, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 11,330<br>13.9 | | | | 15,490<br>19.0 | | | | 25,590<br>31.4 | | | | | | | |
| Program | CODE RED | | | | TODAY'S FBI (OP) | | | | ABC SUNDAY NIGHT MOVIE THE SPY WHO LOVED ME(R)(OP) (9:00-11:41PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 9,050<br>11.1 | 10.5* | | 11.8* | 12,880<br>15.8 | 15.3* | | 16.2* | 14,750<br>18.1 | 17.6* | | 18.3* | | 18.3* | | 18.4* |
| SHARE OF AUDIENCE % | 18 | 18 * | | 19 * | 24 | 23 * | | 24 * | 30 | 26 * | | 27 * | | 28 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 9.8 | 11.1 | 11.3 | 12.3 | 14.7 | 15.9 | 15.9 | 16.6 | 17.3 | 18.0 | 17.9 | 18.6 | 18.0 | 18.7 | 18.6 | 18.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 25,920<br>31.8 | | | | 23,060<br>28.3 | | | | 24,210<br>29.7 | | | | | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (OP) | | | | IN-LAW'S | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 20,290<br>24.9 | 23.7* | | 26.1* | 18,990<br>23.3 | 22.8* | | 23.8* | 15,890<br>19.5 | 21.1* | | 20.7* | | 19.2* | | 16.8* |
| SHARE OF AUDIENCE % | 41 | 41 * | | 42 * | 35 | 35 * | | 35 * | 30 | 31 * | | 30 * | | 29 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 22.9 | 24.4 | 26.1 | 26.2 | 22.5 | 23.2 | 24.1 | 23.4 | 21.6 | 20.5 | 20.9 | 20.6 | 20.0 | 18.5 | 17.7 | 15.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 12,960<br>15.9 | | | | 27,950<br>34.3 | | | | | | | | 22,580<br>27.7 | | | |
| Program | CHIPS | | | | BOB HOPE'S WOMEN I LOVE (OP) | | | | | | | | TV'S CENSORED BLOOPERS #3 | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,430<br>12.8 | 11.7* | | 13.9* | 16,540<br>20.3 | 18.3* | | 19.1* | | 20.9* | | 22.7* | 18,750<br>23.0 | 23.1* | | 22.9* |
| SHARE OF AUDIENCE % | 21 | 20 * | | 22 * | 30 | 28 * | | 28 * | | 31 * | | 33 * | 36 | 35 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | 10.8 | 12.5 | 13.4 | 14.3 | 18.0 | 18.6 | 19.0 | 19.3 | 20.2 | 21.6 | 22.7 | 22.8 | 23.1 | 23.1 | 22.9 | 22.8 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 12,880<br>15.8 | | | | 16,630<br>20.4 | | | | 25,100<br>30.8 | | | | | | | |
| Program | CODE RED (R) | | | | TODAY'S FBI (OP) | | | | ABC SUNDAY NIGHT MOVIE ALLIGATOR(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 9,780<br>12.0 | 11.0* | | 12.9* | 14,340<br>17.6 | 15.9* | | 19.3* | 18,750<br>23.0 | 21.8* | | 22.7* | | 23.9* | | 23.4* |
| SHARE OF AUDIENCE % | 19 | 18 * | | 20 * | 26 | 24 * | | 28 * | 35 | 32 * | | 33 * | | 37 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | 10.7 | 11.4 | 12.8 | 13.1 | 15.1 | 16.8 | 18.8 | 19.9 | 21.8 | 21.9 | 22.2 | 23.2 | 23.6 | 24.1 | 24.0 | 22.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 29,670<br>36.4 | | | | 20,050<br>24.6 | | 19,400<br>23.8 | | 20,540<br>25.2 | | 21,270<br>26.1 | | 18,500<br>22.7 | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 24,120<br>29.6 | 28.3* | | 30.8* | 18,260<br>22.4 | | 17,930<br>22.0 | | 18,500<br>22.7 | | 19,560<br>24.0 | | 16,140<br>19.8 | 20.2* | | 19.4* |
| SHARE OF AUDIENCE % | 46 | 46 * | | 47 * | 33 | | 32 | | 33 | | 35 | | 31 | 31 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 27.5 | 29.1 | 30.6 | 31.0 | 22.7 | 22.1 | 21.4 | 22.5 | 21.9 | 23.6 | 23.7 | 24.3 | 20.3 | 20.1 | 19.9 | 18.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 8,310<br>10.2 | | 8,390<br>10.3 | | 15,320<br>18.8 | | | | 18,830<br>23.1 | | | | | | | |
| Program | FLINTSTONES | | HERE'S BOOMER (R) | | CHIPS (OP) | | | | NBC SUNDAY NIGHT MOVIE THE END(R)(SUS-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,680<br>8.2 | | 7,250<br>8.9 | | 12,550<br>15.4 | 15.3* | | 15.6* | 11,900<br>14.6 | 15.0* | | 15.5* | | 14.5* | | 13.4* |
| SHARE OF AUDIENCE % | 13 | | 14 | | 23 | 23 * | | 23 * | 22 | 22 * | | 22 * | | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | 8.0 | 8.4 | 8.2 | 9.7 | 15.0 | 15.6 | 15.8 | 15.5 | 14.9 | 15.0 | 15.6 | 15.3 | 14.8 | 14.2 | 13.6 | 13.2 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 57.2 | 59.8 | 61.7 | 63.6 | 64.8 | 66.6 | 67.9 | 67.7 | 67.7 | 68.0 | 68.2 | 68.4 | 65.4 | 64.7 | 63.2 | 60.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 61.1 | 62.9 | 64.6 | 66.1 | 66.2 | 67.6 | 68.3 | 69.1 | 68.6 | 69.3 | 69.0 | 69.4 | 66.1 | 64.7 | 62.9 | 60.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE.SUN. MAR.7, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.28, 1982

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 2,850<br>3.5 | | | | | | | | | | | | | |
| Program | | | (1)<br>(R)(→OP) | | ABC WEEKEND REPORT-SUN.<br>(11:41-11:56PM)<br>(OP) | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 18.9* | 2,530<br>3.1 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | 38 * | 10 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 19.5 | 18.3 | 3.3 | 3.0 | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 5,050<br>6.2 | | | | | | | | | | | | | | | |
| Program | | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,810<br>5.9 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 11 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 5.9 | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 2,770<br>3.4 | | | | | | | | | | | | | |
| Program | | | | ← NBC LATE NIGHT MOVIE THE MURDER THAT WOULDN'T DIE(R) (11:30-1:36AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 1,630<br>2.0 | 2.3* | | 2.1* | | 1.9* | | 1.8* | | | | | | |
| SHARE OF AUDIENCE | % | | | 9 | 7 * | | 9 * | | 10 * | | 12 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 2.4 | 2.2 | 2.1 | 2.0 | 1.8 | 1.9 | 1.9 | 1.7 | 1.4 | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 5,220<br>6.4 | | | | | | | | | | | | | | | |
| Program | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,050<br>6.2 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 13 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.2 | | | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 6,190<br>7.6 | | | | | | | | | | | | | | | |
| Program | | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,790<br>7.1 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 14 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 7.1 | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 2,280<br>2.8 | | | | | | | | | | | | | |
| Program | | | | ← NBC LATE NIGHT MOVIE GAMES PEOPLE PLAY(R) (11:30-1:31AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 1,300<br>1.6 | 1.8* | | 1.6* | | 1.5* | | 1.3* | | | | | | |
| SHARE OF AUDIENCE | % | | | 7 | 6 * | | 7 * | | 8 * | | 9 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 1.8 | 1.7 | 1.6 | 1.5 | 1.5 | 1.6 | 1.4 | 1.3 | 1.4 | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 53.3 | 47.5 | 37.6 | 29.9 | 25.4 | 22.1 | 19.9 | 18.0 | 16.0 | 13.4 | 11.3 | 10.2 | 9.3 | 8.1 | 7.1 | 6.1 |
| | WK. 2 | 50.8 | 42.9 | 32.9 | 29.0 | 25.6 | 23.2 | 20.6 | 18.4 | 16.2 | 14.3 | 11.6 | 9.7 | 8.5 | 7.5 | 6.2 | 5.6 |

U.S. TV Households: 81,500,000

(1)ABC SUNDAY NIGHT MOVIE, THE SPY WHO LOVED ME, ABC,(9:00-11:41PM)

For explanation of symbols, See page A.

EVE.SUN. MAR.7, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.22-26, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,710<br>7.0 | | | | 5,380<br>6.6 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,480<br>5.5 | | | | 4,650<br>5.7 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 29 | | | | 27 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 5.5 | 5.6 | | | 5.7 | 5.7 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,890<br>6.0 | | | | | | | | | | | | 3,990<br>4.9 | | 4,810<br>5.9 | |
| Program | MORNING-KURALT & SAWYER | | | | | | | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,960<br>2.4 | 1.8* | | 2.4* | | 2.7* | | 3.0* | | | | | 3,260<br>4.0 | | 4,160<br>5.1 | |
| SHARE OF AUDIENCE % | 13 | 12 * | | 13 * | | 13 * | | 14 * | | | | | 19 | | 24 | |
| AVG. AUD. BY ¼ HR. % | 1.6 | 2.1 | 2.3 | 2.5 | 2.5 | 2.8 | 2.9 | 3.0 | | | | | 3.7 | 4.3 | 4.9 | 5.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,970<br>6.1 | | | | 4,890<br>6.0 | | | | | | 2,280<br>2.8 | | 3,420<br>4.2 | |
| Program | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | | | REGIS PHILBIN SHOW | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,080<br>5.0 | | | | 4,080<br>5.0 | | | | | | 1,790<br>2.2 | | 2,930<br>3.6 | |
| SHARE OF AUDIENCE % | | | 26 | | | | 24 | | | | | | 11 | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | 5.0 | 5.1 | | | 5.1 | 5.0 | | | | | 2.1 | 2.2 | 3.4 | 3.7 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 6,110<br>7.5 | | | | 5,710<br>7.0 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,730<br>5.8 | | | | 4,730<br>5.8 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 28 | | | | 27 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 5.7 | 5.8 | | | 5.7 | 5.9 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 5,460<br>6.7 | | | | | | | | | | | | 3,990<br>4.9 | | 4,890<br>6.0 | |
| Program | MORNING-KURALT & SAWYER | | | | | | | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,450<br>3.0 | 2.5* | | 3.2* | | 3.2* | | 3.1* | | | | | 3,420<br>4.2 | | 4,320<br>5.3 | |
| SHARE OF AUDIENCE % | 15 | 15 * | | 15 * | | 15 * | | 14 * | | | | | 20 | | 25 | |
| AVG. AUD. BY ¼ HR. % | 2.2 | 2.7 | 3.1 | 3.3 | 3.1 | 3.2 | 3.1 | 3.1 | | | | | 4.0 | 4.5 | 5.1 | 5.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,050<br>6.2 | | | | 4,890<br>6.0 | | | | | | 1,790<br>2.2 | | 3,260<br>4.0 | |
| Program | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | | | REGIS PHILBIN SHOW | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,990<br>4.9 | | | | 4,080<br>5.0 | | | | | | 1,470<br>1.8 | | 2,690<br>3.3 | |
| SHARE OF AUDIENCE % | | | 23 | | | | 23 | | | | | | 8 | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | 4.9 | 4.8 | | | 5.2 | 4.9 | | | | | 1.8 | 1.8 | 3.0 | 3.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 10.1 | 12.6 | 15.5 | 17.3 | 19.0 | 20.3 | 20.3 | 20.5 | 20.5 | 20.7 | 21.0 | 21.5 | 20.7 | 20.9 | 21.2 | 21.6 |
| WK. 2 | 11.6 | 14.2 | 16.8 | 18.3 | 20.0 | 21.0 | 21.1 | 21.3 | 21.2 | 21.6 | 21.9 | 21.9 | 21.1 | 21.5 | 21.4 | 21.9 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAR.1-5, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. FEB.22-26, 1982

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,600 | | | | 6,360 | | 6,600 | | 9,540 | | | | 8,880 | | | |
| TOTAL AUDIENCE (%) | 8.1 | | | | 7.8 | | 8.1 | | 11.7 | | | | 10.9 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN *(SUS-OP)(OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,560 | | | | 5,540 | | 5,460 | | 7,420 | | | | 6,600 | | | |
| AVERAGE AUDIENCE (%) | 5.6 | 5.3* | | 5.9* | 6.8 | | 6.7 | | 9.1 | 8.9* | | 9.5* | 8.1 | 7.9* | | 8.4* |
| SHARE OF AUDIENCE % | 24 | 24 * | | 24 * | 25 | | 24 | | 30 | 30 * | | 32 * | 28 | 27 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 5.1 | 5.5 | 5.8 | 6.1 | 6.6 | 7.0 | 6.4 | 7.0 | 8.4 | 9.0 | 9.5 | 9.4 | 7.8 | 7.9 | 8.2 | 8.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,030 | | 7,340 | | | | 8,310 | | | | 8,310 | | | | 6,360 | |
| TOTAL AUDIENCE (%) | 7.4 | | 9.0 | | | | 10.2 | | | | 10.2 | | | | 7.8 | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | | SEARCH FOR TOMORROW | |
| AVERAGE AUDIENCE (Households (000)) | 5,130 | | 6,440 | | | | 6,110 | | | | 6,520 | | | | 5,620 | |
| AVERAGE AUDIENCE (%) | 6.3 | | 7.9 | | | | 7.5 | 7.5* | | 7.6* | 8.0 | 7.7* | | 8.3* | 6.9 | |
| SHARE OF AUDIENCE % | 28 | | 32 | | | | 27 | 28 * | | 27 * | 27 | 26 * | | 28 * | 24 | |
| AVG. AUD. BY ¼ HR. % | 6.0 | 6.6 | 7.7 | 8.0 | | | 7.5 | 7.4 | 7.5 | 7.7 | 7.6 | 7.8 | 8.3 | 8.3 | 6.9 | 6.9 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 5,380 | | 4,730 | | 3,500 | | 3,670 | | 6,600 | | | | 4,970 | | | |
| TOTAL AUDIENCE (%) | 6.6 | | 5.8 | | 4.3 | | 4.5 | | 8.1 | | | | 6.1 | | | |
| Program | WHEEL OF FORTUNE | | BATTLESTARS | | PASSWORD PLUS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,560 | | 3,990 | | 3,100 | | 3,100 | | 4,970 | | | | 3,750 | | | |
| AVERAGE AUDIENCE (%) | 5.6 | | 4.9 | | 3.8 | | 3.8 | | 6.1 | 5.9* | | 6.3* | 4.6 | 4.7* | | 4.4* |
| SHARE OF AUDIENCE % | 25 | | 20 | | 14 | | 14 | | 20 | 20 * | | 21 * | 16 | 16 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.7 | 4.7 | 5.1 | 3.7 | 3.9 | 3.7 | 3.8 | 5.9 | 6.0 | 6.2 | 6.3 | 4.9 | 4.6 | 4.5 | 4.4 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,010 | | | | 6,280 | | 6,520 | | 9,540 | | | | 8,640 | | | |
| TOTAL AUDIENCE (%) | 8.6 | | | | 7.7 | | 8.0 | | 11.7 | | | | 10.6 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,890 | | | | 5,380 | | 5,460 | | 7,170 | | | | 6,600 | | | |
| AVERAGE AUDIENCE (%) | 6.0 | 5.7* | | 6.3* | 6.6 | | 6.7 | | 8.8 | 8.6* | | 9.0* | 8.1 | 7.9* | | 8.4* |
| SHARE OF AUDIENCE % | 26 | 25 * | | 26 * | 25 | | 25 | | 31 | 30 * | | 32 * | 29 | 28 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 5.4 | 6.0 | 6.1 | 6.5 | 6.5 | 6.6 | 6.5 | 7.0 | 8.4 | 8.8 | 9.0 | 8.9 | 7.8 | 7.9 | 8.3 | 8.4 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,360 | | 7,500 | | | | 8,150 | | | | 7,740 | | | | 6,030 | |
| TOTAL AUDIENCE (%) | 7.8 | | 9.2 | | | | 10.0 | | | | 9.5 | | | | 7.4 | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | | SEARCH FOR TOMORROW | |
| AVERAGE AUDIENCE (Households (000)) | 5,540 | | 6,440 | | | | 6,030 | | | | 5,950 | | | | 5,380 | |
| AVERAGE AUDIENCE (%) | 6.8 | | 7.9 | | | | 7.4 | 7.3* | | 7.4* | 7.3 | 7.0* | | 7.6* | 6.6 | |
| SHARE OF AUDIENCE % | 30 | | 33 | | | | 27 | 28 * | | 27 * | 26 | 25 * | | 27 * | 23 | |
| AVG. AUD. BY ¼ HR. % | 6.5 | 7.1 | 7.8 | 8.1 | | | 7.2 | 7.3 | 7.4 | 7.4 | 7.1 | 6.9 | 7.6 | 7.6 | 6.6 | 6.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 4,810 | | 4,240 | | 3,590 | | 3,750 | | 6,520 | | | | 5,220 | | | |
| TOTAL AUDIENCE (%) | 5.9 | | 5.2 | | 4.4 | | 4.6 | | 8.0 | | | | 6.4 | | | |
| Program | WHEEL OF FORTUNE | | BATTLESTARS | | PASSWORD PLUS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,240 | | 3,750 | | 3,100 | | 3,020 | | 5,050 | | | | 3,990 | | | |
| AVERAGE AUDIENCE (%) | 5.2 | | 4.6 | | 3.8 | | 3.7 | | 6.2 | 6.0* | | 6.4* | 4.9 | 5.0* | | 4.9* |
| SHARE OF AUDIENCE % | 23 | | 19 | | 14 | | 14 | | 22 | 21 * | | 22 * | 17 | 18 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 5.1 | 5.2 | 4.5 | 4.8 | 3.7 | 3.9 | 3.7 | 3.7 | 5.8 | 6.1 | 6.4 | 6.5 | 5.1 | 4.9 | 4.9 | 4.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 22.2 | 23.8 | 24.4 | 25.9 | 27.8 | 29.0 | 28.2 | 28.8 | 29.2 | 29.7 | 29.5 | 29.4 | 28.7 | 28.9 | 28.2 | 28.8 |
| WK. 2 | 22.5 | 23.4 | 23.8 | 25.3 | 27.4 | 28.7 | 27.4 | 27.7 | 28.4 | 29.1 | 28.7 | 28.5 | 28.0 | 28.3 | 28.1 | 28.4 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.1-5, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.22-26, 1982

| WEEK | NETWORK | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 10,680<br>13.1 | | | | 4,320<br>5.3 | | | | | | | | | | 11,490<br>14.1 | |
| | | Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 8,310<br>10.2 | 9.9* | | 10.6* | 3,670<br>4.5 | | | | | | | | | | 10,190<br>12.5 | |
| | | SHARE OF AUDIENCE % | 33 | 33 * | | 33 * | 14 | | | | | | | | | | 22 | |
| | | AVG. AUD. BY ¼ HR. % | 9.6 | 10.1 | 10.6 | 10.6 | 4.7 | 4.4 | | | | | | | | | 12.2 | 12.7 |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | 7,990<br>9.8 | | | | 2,610<br>3.2 | | | | | | | | | | 12,390<br>15.2 | |
| | | Program | GUIDING LIGHT (OP) | | | | TATTLETALES | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 6,440<br>7.9 | 7.9* | | 8.0* | 2,120<br>2.6 | | | | | | | | | | 10,920<br>13.4 | |
| | | SHARE OF AUDIENCE % | 25 | 26 * | | 25 * | 8 | | | | | | | | | | 23 | |
| | | AVG. AUD. BY ¼ HR. % | 7.8 | 7.9 | 8.0 | 8.0 | 2.4 | 2.8 | | | | | | | | | 13.2 | 13.6 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | 4,240<br>5.2 | | | | | | | | | | | | | | 12,230<br>15.0 | |
| | | Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 3,020<br>3.7 | 3.6* | | 3.8* | | | | | | | | | | | 10,920<br>13.4 | |
| | | SHARE OF AUDIENCE % | 12 | 12 * | | 12 * | | | | | | | | | | | 23 | |
| | | AVG. AUD. BY ¼ HR. % | 3.5 | 3.7 | 3.7 | 3.9 | | | | | | | | | | | 13.1 | 13.6 |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 10,350<br>12.7 | | | | 4,320<br>5.3 | | | | | | | | | | 11,490<br>14.1 | |
| | | Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | (S)(OP) | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 7,990<br>9.8 | 9.5* | | 10.2* | 3,750<br>4.6 | | | | | | | | | | 10,190<br>12.5 | |
| | | SHARE OF AUDIENCE % | 32 | 32 * | | 32 * | 14 | | | | | | | | | | 21 | |
| | | AVG. AUD. BY ¼ HR. % | 9.3 | 9.8 | 10.2 | 10.2 | 4.7 | 4.5 | | | | | | | | | 12.3 | 12.6 |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | 7,990<br>9.8 | | | | 2,610<br>3.2 | | | | | | | | | | 12,710<br>15.6 | |
| | | Program | GUIDING LIGHT (OP) | | | | TATTLETALES | | | | (S)(OP) | | | | | | CBS EVENING NEWS-RATHER | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 6,520<br>8.0 | 7.9* | | 8.2* | 2,280<br>2.8 | | | | | | | | | | 11,330<br>13.9 | |
| | | SHARE OF AUDIENCE % | 26 | 27 * | | 25 * | 9 | | | | | | | | | | 23 | |
| | | AVG. AUD. BY ¼ HR. % | 7.7 | 8.1 | 8.2 | 8.1 | 2.7 | 2.9 | | | | | | | | | 13.7 | 14.1 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | 4,320<br>5.3 | | | | | | | | | | | | | | 12,310<br>15.1 | |
| | | Program | TEXAS | | | | | | (S)(OP) | | | | | | | | NBC NIGHTLY NEWS | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 3,260<br>4.0 | 3.8* | | 4.1* | | | | | | | | | | | 10,840<br>13.3 | |
| | | SHARE OF AUDIENCE % | 13 | 13 * | | 13 * | | | | | | | | | | | 22 | |
| | | AVG. AUD. BY ¼ HR. % | 3.7 | 3.8 | 4.0 | 4.3 | | | | | | | | | | | 13.1 | 13.6 |
| | TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 29.8 | 31.2 | 32.2 | 33.4 | 32.3 | 33.8 | 34.9 | 37.4 | 40.0 | 42.3 | 44.6 | 47.8 | 51.7 | 54.6 | 56.3 | 57.9 |
| | | WK. 2 | 28.8 | 30.3 | 32.0 | 33.6 | 33.2 | 35.0 | 36.1 | 38.0 | 39.9 | 42.4 | 45.2 | 48.7 | 53.0 | 55.7 | 57.8 | 59.5 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAR.1-5, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.27, 1982

## WEEK 1

| Network | Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 3,340<br>4.1 | | 3,500<br>4.3 | | 3,830<br>4.7 | | 5,620<br>6.9 | | 5,050<br>6.2 | | 6,110<br>7.5 | |
| | Program | SUPERFRIENDS (OP) | | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,850<br>3.5 | | 3,260<br>4.0 | | 3,340<br>4.1 | | 4,650<br>5.7 | | 4,320<br>5.3 | | 5,300<br>6.5 | |
| | SHARE OF AUDIENCE % | 24 | | 21 | | 19 | | 25 | | 23 | | 26 | |
| | AVG. AUD. BY ¼ HR. % | 3.3 | 3.6 | 3.8 | 4.1 | 4.1 | 4.1 | 5.5 | 5.8 | 4.8 | 5.9 | 6.2 | 6.7 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 2,690<br>3.3 | | 4,080<br>5.0 | | 4,480<br>5.5 | | 6,600<br>8.1 | | 7,820<br>9.6 | | 7,170<br>8.8 | |
| | Program | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L.RANGER/ ZORRO HR1 (OP) | | TARZAN/L.RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,200<br>2.7 | | 3,100<br>3.8 | | 3,830<br>4.7 | | 5,460<br>6.7 | | 6,520<br>8.0 | | 6,110<br>7.5 | |
| | SHARE OF AUDIENCE % | 17 | | 20 | | 21 | | 29 | | 33 | | 30 | |
| | AVG. AUD. BY ¼ HR. % | 2.5 | 3.0 | 3.7 | 3.8 | 4.2 | 5.2 | 6.4 | 7.0 | 7.9 | 8.1 | 7.7 | 7.3 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 3,910<br>4.8 | | 6,930<br>8.5 | | 8,800<br>10.8 | | 5,540<br>6.8 | | 5,540<br>6.8 | | 4,890<br>6.0 | |
| | Program | FLINTSTONE'S COMEDY SHW2 (OP) | | SMURFS I | | SMURFS II (OP) | | KID SUPER POWER I | | KID SUPER POWER II (OP) | | SPIDER-MAN & FRIENDS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,180<br>3.9 | | 5,950<br>7.3 | | 7,740<br>9.5 | | 4,890<br>6.0 | | 4,480<br>5.5 | | 3,910<br>4.8 | |
| | SHARE OF AUDIENCE % | 27 | | 40 | | 44 | | 26 | | 22 | | 19 | |
| | AVG. AUD. BY ¼ HR. % | 3.1 | 4.7 | 6.6 | 8.0 | 9.5 | 9.6 | 6.3 | 5.7 | 5.8 | 5.2 | 4.7 | 5.0 |

## WEEK 2

| Network | Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 5,300<br>6.5 | | 3,830<br>4.7 | | 4,080<br>5.0 | | 5,620<br>6.9 | | 7,010<br>8.6 | | 6,680<br>8.2 | |
| | Program | SUPERFRIENDS (OP) | | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,990<br>4.9 | | 3,420<br>4.2 | | 3,420<br>4.2 | | 4,810<br>5.9 | | 5,790<br>7.1 | | 5,870<br>7.2 | |
| | SHARE OF AUDIENCE % | 31 | | 20 | | 17 | | 23 | | 26 | | 25 | |
| | AVG. AUD. BY ¼ HR. % | 4.6 | 5.3 | 4.2 | 4.2 | 4.1 | 4.3 | 5.4 | 6.3 | 6.9 | 7.4 | 7.5 | 6.9 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 2,850<br>3.5 | | 4,320<br>5.3 | | 5,220<br>6.4 | | 6,190<br>7.6 | | 7,420<br>9.1 | | 7,910<br>9.7 | |
| | Program | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L.RANGER/ ZORRO HR1 (OP) | | TARZAN/L.RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,530<br>3.1 | | 3,500<br>4.3 | | 4,480<br>5.5 | | 5,460<br>6.7 | | 6,110<br>7.5 | | 6,600<br>8.1 | |
| | SHARE OF AUDIENCE % | 18 | | 20 | | 22 | | 26 | | 28 | | 28 | |
| | AVG. AUD. BY ¼ HR. % | 2.9 | 3.3 | 3.9 | 4.6 | 5.4 | 5.6 | 6.6 | 6.7 | 7.4 | 7.7 | 7.9 | 8.2 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 3,340<br>4.1 | | 7,090<br>8.7 | | 9,700<br>11.9 | | 6,520<br>8.0 | | 5,540<br>6.8 | | 6,440<br>7.9 | |
| | Program | FLINTSTONE'S COMEDY SHW2 (OP) | | SMURFS I | | SMURFS II (OP) | | KID SUPER POWER I | | KID SUPER POWER II (OP) | | SPIDER-MAN & FRIENDS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,770<br>3.4 | | 6,190<br>7.6 | | 8,480<br>10.4 | | 5,790<br>7.1 | | 4,890<br>6.0 | | 5,620<br>6.9 | |
| | SHARE OF AUDIENCE % | 21 | | 37 | | 42 | | 27 | | 22 | | 24 | |
| | AVG. AUD. BY ¼ HR. % | 3.0 | 3.7 | 7.1 | 8.1 | 10.3 | 10.6 | 7.6 | 6.7 | 6.1 | 5.9 | 6.8 | 7.0 |

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 5.8 | 8.3 | 10.1 | 11.6 | 14.6 | 16.9 | 18.6 | 20.1 | 21.6 | 22.6 | 22.7 | 23.5 | 24.4 | 24.7 | 24.4 | 25.7 |
| | WK. 2 | 8.3 | 9.7 | 11.5 | 13.5 | 15.7 | 18.0 | 20.8 | 22.2 | 24.1 | 24.9 | 25.5 | 25.3 | 26.3 | 27.8 | 28.4 | 28.7 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY SAT. MAR.6, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.27, 1982

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 6,030<br>7.4 | | 6,280<br>7.7 | | 5,790<br>7.1 | | 5,950<br>7.3 | | | | | | | | | |
| Program | | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE | | ABC WEEKEND SPECIALS SCRUFFY, PART 3 | | ←— AMERICAN BANDSTAND '82 —→ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,460<br>6.7 | | 5,220<br>6.4 | | 4,970<br>6.1 | | 3,590<br>4.4 | 4.2* | | 4.6* | | | | | | |
| SHARE OF AUDIENCE | % | 25 | | 23 | | 21 | | 15 | 15 * | | 15 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.7 | 6.6 | 6.2 | 6.7 | 5.8 | 6.3 | 4.1 | 4.3 | 4.4 | 4.8 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 7,340<br>9.0 | | 6,680<br>8.2 | | 4,400<br>5.4 | | 6,110<br>7.5 | | 5,870<br>7.2 | | 4,160<br>5.1 | | | | | |
| Program | | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,190<br>7.6 | | 5,620<br>6.9 | | 3,910<br>4.8 | | 4,970<br>6.1 | | 4,730<br>5.8 | | 2,930<br>3.6 | | | | | |
| SHARE OF AUDIENCE | % | 28 | | 25 | | 17 | | 21 | | 19 | | 12 | | | | | |
| AVG. AUD. BY ¼ HR. | % | 7.7 | 7.6 | 6.8 | 6.9 | 4.9 | 4.6 | 5.9 | 6.4 | 5.9 | 5.6 | 3.8 | 3.4 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | 3,910<br>4.8 | | 4,320<br>5.3 | | 5,300<br>6.5 | | 3,020<br>3.7 | | 8,070<br>9.9 | | | | | | | |
| Program | | SPACE STARS I | | SPACE STARS II (OP) | | DAFFY/SPEEDY SHOW (OP) | | BULLWINKLE | | ←— NCAA BASKETBALL-REG'L —→ VARIOUS TEAMS AND TIMES(→OP) MULTI-SEGMENT TELECAST~ | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 3,260<br>4.0 | | 3,260<br>4.0 | | 4,160<br>5.1 | | 2,360<br>2.9 | | 3,670<br>4.5 | 3.8* | | 4.3* | | 4.9* | | 4.9* |
| SHARE OF AUDIENCE | % | 15 | | 14 | | 18 | | 10 | | 14 | 12 * | | 14 * | | 16 * | | 16 * |
| AVG. AUD. BY ¼ HR. | % | 4.0 | 4.0 | 4.2 | 3.8 | 4.7 | 5.4 | 3.4 | 2.4 | 3.4 | 4.0 | 4.2 | 4.4 | 4.9 | 5.0 | 4.9 | 4.9 |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 6,930<br>8.5 | | 6,520<br>8.0 | | 6,280<br>7.7 | | 7,420<br>9.1 | | | | | | | | | |
| Program | | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE | | ABC WEEKEND SPECIALS THE PUPPY SAVES THE CIRCUS | | ←— AMERICAN BANDSTAND '82 —→ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,710<br>7.0 | | 5,540<br>6.8 | | 5,710<br>7.0 | | 4,080<br>5.0 | 4.9* | | 5.0* | | | | | | |
| SHARE OF AUDIENCE | % | 25 | | 25 | | 24 | | 16 | 16 * | | 16 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.8 | 7.3 | 6.6 | 6.9 | 7.0 | 7.1 | 5.1 | 4.7 | 4.8 | 5.2 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 8,070<br>9.9 | | 6,440<br>7.9 | | 4,890<br>6.0 | | 6,440<br>7.9 | | 5,710<br>7.0 | | 4,080<br>5.0 | | | | | |
| Program | | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7,010<br>8.6 | | 5,540<br>6.8 | | 3,990<br>4.9 | | 4,970<br>6.1 | | 4,480<br>5.5 | | 3,340<br>4.1 | | | | | |
| SHARE OF AUDIENCE | % | 31 | | 25 | | 17 | | 20 | | 17 | | 12 | | | | | |
| AVG. AUD. BY ¼ HR. | % | 9.0 | 8.2 | 6.7 | 6.9 | 4.9 | 4.9 | 6.1 | 6.2 | 5.6 | 5.4 | 4.0 | 4.1 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | 5,050<br>6.2 | | 4,650<br>5.7 | | 4,320<br>5.3 | | 4,160<br>5.1 | | | | | | | | | |
| Program | | SPACE STARS I | | SPACE STARS II (OP) | | DAFFY/SPEEDY SHOW (OP) | | BULLWINKLE | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,160<br>5.1 | | 3,670<br>4.5 | | 3,590<br>4.4 | | 3,180<br>3.9 | | | | | | | | | |
| SHARE OF AUDIENCE | % | 18 | | 16 | | 15 | | 13 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 5.1 | 5.0 | 4.8 | 4.3 | 4.1 | 4.7 | 3.9 | 4.0 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 26.4 | 26.9 | 27.5 | 27.9 | 28.2 | 29.4 | 28.8 | 29.1 | 30.2 | 31.4 | 31.2 | 31.1 | 30.3 | 31.2 | 31.1 | 32.1 |
| | WK. 2 | 27.8 | 27.7 | 27.4 | 27.5 | 28.7 | 29.5 | 29.8 | 30.6 | 31.2 | 32.3 | 33.2 | 32.8 | 33.3 | 33.8 | 34.6 | 35.3 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY SAT. MAR.6, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.27, 1982

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 11,570<br>14.2 | | | | | | 14,180<br>17.4 | | | | | | | |
| Program | | | PRO BOWLERS TOUR MULTI-SEGMENT TELECAST~ (+OP) | | | | | | ABC WIDE WORLD-SPORTS SAT (5:07-6:30PM)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,680<br>8.2 | 7.8* | | 8.4* | | 8.3* | 7,740<br>9.5 | 8.4* | | 9.6* | | 10.4* | | |
| SHARE OF AUDIENCE % | | | 21 | 21 * | | 22 * | | 21 * | 21 | 21 * | | 22 * | | 21 * | | |
| AVG. AUD. BY ¼ HR. % | | | 7.7 | 8.0 | 8.4 | 8.3 | 8.2 | 8.4 | 8.1 | 8.6 | 9.4 | 9.8 | 10.6 | 10.1 | | |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 5,460<br>6.7 | | | | 12,060<br>14.8 | | | | | | | | 9,130<br>11.2 | |
| Program | | | DORAL EASTERN OPEN-SAT. | | | | CBS SPORTS SATURDAY | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,260<br>4.0 | 4.1* | | 4.0* | 5,870<br>7.2 | 6.8* | | 7.6* | | 7.3* | | | 7,580<br>9.3 | |
| SHARE OF AUDIENCE % | | | 11 | 12 * | | 11 * | 18 | 17 * | | 19 * | | 18 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 4.2 | 4.0 | 3.8 | 4.2 | 6.3 | 7.3 | 8.2 | 7.0 | 6.7 | 7.8 | | | 9.0 | 9.6 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 10,680<br>13.1 | | | | | | | | | | | | | | 8,720<br>10.7 | |
| Program | NCAA BASKETBALL-REG'L-2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,540<br>6.8 | 5.2* | | 6.7* | | 6.8* | | 7.4* | | | | | | | 7,740<br>9.5 | |
| SHARE OF AUDIENCE % | 18 | 16 * | | 18 * | | 18 * | | 19 * | | | | | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 5.6 | 6.8 | 6.6 | 6.5 | 7.2 | 7.5 | 7.4 | 6.5 | 4.0 | | | | | 9.2 | 9.9 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 10,840<br>13.3 | | | | | | 15,000<br>18.4 | | | | | | | |
| Program | | | PRO BOWLERS TOUR | | | | | | ABC WIDE WORLD-SPORTS SAT | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,360<br>7.8 | 6.8* | | 8.0* | | 8.5* | 7,820<br>9.6 | 8.4* | | 10.2* | | 10.1* | | |
| SHARE OF AUDIENCE % | | | 20 | 18 * | | 21 * | | 22 * | 21 | 19 * | | 22 * | | 20 * | | |
| AVG. AUD. BY ¼ HR. % | | | 6.7 | 6.9 | 7.8 | 8.2 | 8.3 | 8.6 | 8.2 | 8.5 | 9.7 | 10.7 | 9.9 | 10.4 | | |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 5,710<br>7.0 | | | | 13,940<br>17.1 | | | | | | | | 10,270<br>12.6 | |
| Program | | | ROAD TO NEW ORLEANS | | | | CBS SPORTS SATURDAY | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,100<br>3.8 | 3.8* | | 3.7* | 6,850<br>8.4 | 5.4* | | 9.9* | | 10.0* | | | 8,800<br>10.8 | |
| SHARE OF AUDIENCE % | | | 10 | 10 * | | 10 * | 20 | 14 * | | 24 * | | 22 * | | | 20 | |
| AVG. AUD. BY ¼ HR. % | | | 3.8 | 3.9 | 3.7 | 3.7 | 4.7 | 6.1 | 8.9 | 10.8 | 9.9 | 10.1 | | | 10.5 | 11.2 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 10,840<br>13.3 | | | | | | | | 4,730<br>5.8 | | | | | | 8,800<br>10.8 | |
| Program | NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES(+OP) MULTI-SEGMENT TELECAST~ | | | | | | | | BAY HILL GOLF CLASSIC SAT MULTI-SEGMENT TELECAST~(OP) | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,220<br>6.4 | 6.3* | | 7.0* | | 6.1* | | 5.8* | 2,770<br>3.4 | 3.5* | | 3.4* | | | 7,580<br>9.3 | |
| SHARE OF AUDIENCE % | 17 | 17 * | | 18 * | | 16 * | | 15 * | 8 | 9 * | | 8 * | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 5.8 | 6.9 | 7.4 | 6.6 | 5.9 | 6.3 | 5.8 | 5.8 | 2.8 | 3.4 | 3.2 | 3.6 | | | 8.7 | 9.8 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 32.4 | 33.7 | 35.7 | 37.1 | 38.1 | 38.8 | 40.0 | 39.7 | 40.1 | 40.3 | 41.5 | 44.4 | 47.6 | 50.4 | 52.0 | 53.6 |
| WK. 2 | 35.7 | 37.3 | 38.4 | 38.8 | 38.8 | 38.3 | 38.8 | 40.0 | 42.1 | 44.5 | 45.1 | 47.0 | 50.0 | 52.1 | 53.6 | 56.0 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY SAT. MAR.6, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 28, 1982

## WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,200<br>2.7 | |
| | Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:04AM) (→OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,710<br>2.1 | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 8 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.1 | 2.1 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,010<br>8.6 | | | | | | | |
| | Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP) | | DRAK PACK (SUS) (SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,990<br>4.9 | 4.2* | | 5.0* | | 5.5* | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 21 | 20 * | | 20 * | | 22 * | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 4.0 | 4.4 | 4.8 | 5.3 | 5.5 | 5.6 | | |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,930<br>3.6 | |
| | Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:05AM) (→OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,450<br>3.0 | 3.0* |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 11 | 11 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.8 | 3.3 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,990<br>9.8 | | | | | | | |
| | Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP) | | DRAK PACK (SUS) (SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,730<br>5.8 | 4.8* | | 6.2* | | 6.3* | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 25 | 24 * | | 27 * | | 24 * | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 4.3 | 5.2 | 6.2 | 6.3 | 6.4 | 6.2 | | |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 5.3 | 6.6 | 7.8 | 9.5 | 11.4 | 13.9 | 15.7 | 17.9 | 20.3 | 22.1 | 23.9 | 25.2 | 25.5 | 25.5 | 25.9 | 25.9 |
| | WK. 2 | 5.2 | 6.0 | 7.3 | 9.2 | 11.1 | 13.4 | 14.9 | 17.3 | 20.3 | 22.7 | 23.8 | 23.7 | 25.6 | 26.4 | 27.6 | 27.9 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY SUN. MAR. 7, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.28, 1982

| | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | | |
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 2,360<br>2.9 | | 5,300<br>6.5 | | | | | | | | | | 10,680<br>13.1 | | | |
| ABC TV | Program | KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP) | | ← THIS WEEK-DAVID BRINKLEY → | | | | DIRECTIONS (SUS) | | | | | | ← SUPERSTARS (2:00-3:30PM) | | | |
| ABC TV | AVERAGE AUDIENCE (Households (000) & %) | 1,870<br>2.3 | | 3,260<br>4.0 | 3.4* | | 4.6* | | | | | | | 5,540<br>6.8 | 4.9* | | 6.8* |
| ABC TV | SHARE OF AUDIENCE % | 9 | | 15 | 13 * | | 16 * | | | | | | | 19 | 14 * | | 19 * |
| ABC TV | AVG. AUD. BY ¼ HR. % | 2.3 | 2.3 | 3.2 | 3.5 | 4.3 | 5.0 | | | | | | | 4.6 | 5.2 | 6.1 | 7.6 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | 3,420<br>4.2 | | 11,570<br>14.2 | | | | | | | | | | 9,540<br>11.7 | |
| CBS TV | Program | | | FACE THE NATION | | ← NBA ON CBS MULWAUKEE VS BOSTON (12:00-2:36PM)(→OP) | | | | | | | | | | | (1) (OP) |
| CBS TV | AVERAGE AUDIENCE (Households (000) & %) | | | 2,610<br>3.2 | | 5,380<br>6.6 | 3.8* | | 6.0* | | 7.7* | | 8.0* | | 7.5* | 4,080<br>5.0 | 4.9* |
| CBS TV | SHARE OF AUDIENCE % | | | 12 | | 21 | 14 * | | 20 * | | 25 * | | 24 * | | 21 * | 14 | 14 * |
| CBS TV | AVG. AUD. BY ¼ HR. % | | | 3.2 | 3.2 | 3.2 | 4.4 | 5.7 | 6.4 | 7.5 | 8.0 | 8.1 | 8.0 | 7.4 | 7.5 | 5.1 | 4.8 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 3,830<br>4.7 | | | | | | 9,860<br>12.1 | | | |
| NBC TV | Program | | | | | | | MEET THE PRESS | | ← RELIGIOUS SERIES (SUS) → | | | | ← NCAA BASKETBALL GAME-SUN — DE PAUL VS NOTRE DAME (2:00-4:00PM) | | | |
| NBC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 3,100<br>3.8 | | | | | | 4,160<br>5.1 | 4.4* | | 5.2* |
| NBC TV | SHARE OF AUDIENCE % | | | | | | | 13 | | | | | | 14 | 12 * | | 15 * |
| NBC TV | AVG. AUD. BY ¼ HR. % | | | | | | | 4.0 | 3.6 | | | | | 4.2 | 4.5 | 5.3 | 5.0 |
| **WEEK 2** | | | | | | | | | | | | | | | | | |
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 3,340<br>4.1 | | 6,850<br>8.4 | | | | | | | | | | 5,300<br>6.5 | | 9,620<br>11.8 | |
| ABC TV | Program | KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP) | | ← THIS WEEK-DAVID BRINKLEY → | | | | DIRECTIONS (SUS) | | | | | | SPORTSBEAT | | SUPERSTARS (2:30-3:30PM) | |
| ABC TV | AVERAGE AUDIENCE (Households (000) & %) | 2,770<br>3.4 | | 3,910<br>4.8 | 4.4* | | 5.3* | | | | | | | 4,400<br>5.4 | | 6,280<br>7.7 | 7.0* |
| ABC TV | SHARE OF AUDIENCE % | 12 | | 16 | 15 * | | 17 * | | | | | | | 14 | | 20 | 18 * |
| ABC TV | AVG. AUD. BY ¼ HR. % | 3.4 | 3.3 | 4.4 | 4.3 | 5.0 | 5.5 | | | | | | | 5.4 | 5.4 | 6.2 | 7.9 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | 4,480<br>5.5 | | | | | | 10,190<br>12.5 | | | | | | | |
| CBS TV | Program | | | FACE THE NATION | | | | | | ← NBA ON CBS — LOS ANGELES VS PHILADELPHIA (1:00-3:24PM) | | | | | | | |
| CBS TV | AVERAGE AUDIENCE (Households (000) & %) | | | 3,990<br>4.9 | | | | | | 4,080<br>5.0 | 4.3* | | 5.2* | | 4.0* | | 5.0* |
| CBS TV | SHARE OF AUDIENCE % | | | 17 | | | | | | 13 | 13 * | | 14 * | | 10 * | | 13 * |
| CBS TV | AVG. AUD. BY ¼ HR. % | | | 4.8 | 5.0 | | | | | 4.0 | 4.5 | 4.8 | 5.5 | 4.0 | 4.0 | 4.3 | 5.7 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 5,950<br>7.3 | | 10,020<br>12.3 | | | | | | | |
| NBC TV | Program | | | | | | | MEET THE PRESS | | ← NCAA BASKETBALL GAME-SUN → NORTH CAROLINA VS VIRGINIA | | | | | | | (2) (SUS) |
| NBC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 4,730<br>5.8 | | 5,380<br>6.6 | 5.3* | | 6.2* | | 7.6* | | |
| NBC TV | SHARE OF AUDIENCE % | | | | | | | 18 | | 18 | 16 * | | 17 * | | 20 * | | |
| NBC TV | AVG. AUD. BY ¼ HR. % | | | | | | | 5.5 | 6.1 | 5.1 | 5.4 | 6.2 | 6.1 | 7.2 | 7 9 | 8.2 | |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 26.1 | 26.2 | 25.5 | 26.4 | 27.8 | 29.7 | 31.2 | 30.9 | 32.2 | 33.3 | 34.3 | 35.8 | 35.9 | 36.8 | 36.8 | 36.7 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 2 | 27.3 | 28.1 | 28.8 | 28.9 | 29.7 | 30.9 | 31.8 | 32.7 | 34.1 | 35.2 | 36.6 | 37.9 | 38.4 | 39.6 | 40.2 | 38.5 |

U.S. TV Households: 81,500,000

(1)CBS NCAA BASKETBALL-SUN.,MARQUETTE VS LOUISVILLE,CBS,(2:36-4:32PM)

(2)SPORTS FILL,NBC,(2:45-3:00PM)

For explanation of symbols, See page A.

DAY SUN. MAR.7, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.28, 1982

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | 11,250<br>13.8 | | | | 13,280<br>16.3 | | | | | | | | 8,560<br>10.5 | |
| | Program | | SUPERSTARS (2:00-3:30PM) | ← USA VS-WRLD-OLYMPIC SPRTS → | | | | ← ABC WIDE WORLD-SPORTS SUN → | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 8.7* | 7,500<br>9.2 | 9.2* | | 9.1* | 7,010<br>8.6 | 9.0* | | 8.5* | | 8.2* | | | 7,420<br>9.1 | |
| | SHARE OF AUDIENCE % | | 24 * | 25 | 25 * | | 24 * | 21 | 23 * | | 20 * | | 18 * | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 8.3 | 9.0 | 9.1 | 9.3 | 9.1 | 9.2 | 9.0 | 9.0 | 9.0 | 8.1 | 7.8 | 8.6 | | | 9.1 | 9.0 |
| WEEK 1 CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 9,050<br>11.1 | | | | | | | | 9,450<br>11.6 | |
| | Program | ← CBS NCAA BASKETBALL-SUN. MARQUETTE VS LOUISVILLE (2:36-4:32PM)(+OP) → | | | | | | ← DORAL EASTERN OPEN-SUN. (4:32-6:05PM)(OP) → | | | | | | | | CBS EVENING NEWS-DEAN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 4.9* | | 4.7* | | 5.3* | 5,300<br>6.5 | 5.7* | | 5.9* | | 7.4* | | | 7,500<br>9.2 | |
| | SHARE OF AUDIENCE % | | 13 * | | 13 * | | 14 * | 16 | 15 * | | 14 * | | 17 * | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 5.1 | 4.7 | 4.9 | 4.6 | 4.9 | 5.6 | 5.3 | 6.1 | 5.9 | 5.9 | 6.9 | 8.0 | 8.1 | | 8.4 | 9.9 |
| WEEK 1 NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,020<br>17.2 | | | | | | | | | | 8,800<br>10.8 | |
| | Program | ← NCAA BASKETBALL GAME-SUN DE PAUL VS NOTRE DAME (2:00-4:00PM) → | | | | ← SPORTSWORLD → | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5.2* | | 5.5* | 6,440<br>7.9 | 6.3* | | 7.9* | | 9.8* | | 7.4* | | | 7,500<br>9.2 | |
| | SHARE OF AUDIENCE % | | 14 * | | 16 * | 20 | 17 * | | 21 * | | 24 * | | 17 * | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 4.9 | 5.4 | 5.7 | 5.4 | 5.9 | 6.6 | 7.7 | 8.2 | 9.3 | 10.3 | 7.7 | 7.2 | | | 8.9 | 9.6 |
| WEEK 2 ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | 10,430<br>12.8 | | | | 17,440<br>21.4 | | | | | | | | 9,290<br>11.4 | |
| | Program | | SUPERSTARS (2:30-3:30PM) | ← USA VS-WRLD-OLYMPIC SPRTS → | | | | ← ABC WIDE WORLD-SPORTS SUN → | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 8.4* | 6,850<br>8.4 | 7.5* | | 9.3* | 10,190<br>12.5 | 13.5* | | 12.3* | | 11.8* | | | 7,820<br>9.6 | |
| | SHARE OF AUDIENCE % | | 22 * | 21 | 20 * | | 23 * | 28 | 32 * | | 28 * | | 25 * | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 8.5 | 8.4 | 7.4 | 7.6 | 8.6 | 10.0 | 13.0 | 13.9 | 12.4 | 12.1 | 12.0 | 11.7 | | | 9.3 | 10.0 |
| WEEK 2 CBS TV | TOTAL AUDIENCE (Households (000) & %) | | 10,680<br>13.1 | | | | | | | | 7,990<br>9.8 | | | | | 10,920<br>13.4 | |
| | Program | (1) (+OP) | ← CBS NCAA BASKETBALL-SUN. UNIVERSITY OF NEVADA VS SOUTH CAROLINA (3:24-5:21PM)(+OP)(OP) → | | | | | | | | NCAA BKBL SPECIAL-SUN LOUISVILLE VS MEMPHIS (5:21-6:00PM)(OP) | | | | | CBS EVENING NEWS-DEAN | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5,130<br>6.3 | | 6.6* | | 6.1* | | 5.7* | | 5,950<br>7.3 | | 7.3* | | | 8,640<br>10.6 | |
| | SHARE OF AUDIENCE % | | 16 | | 17 * | | 15 * | | 14 * | | 16 | | 16 * | | | 20 | |
| | AVG. AUD. BY ¼ HR. % | 6.6 | 6.4 | 6.5 | 6.8 | 6.5 | 5.8 | 5.7 | 5.6 | 6.6 | 7.2 | 7.3 | 7.4 | | | 9.6 | 11.6 |
| WEEK 2 NBC TV | TOTAL AUDIENCE (Households (000) & %) | 8,390<br>10.3 | | | | | | | | 9,210<br>11.3 | | | | | | 8,070<br>9.9 | |
| | Program | ← BAY HILL GOLF CLASSIC-SUN → | | | | | | | | ← SPORTSWORLD → | | | | | | NBC NIGHTLY NEWS-SUN. | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,320<br>5.3 | 5.0* | | 5.6* | | 5.7* | | 4.9* | 5,540<br>6.8 | 6.2* | | 7.5* | | | 7,420<br>9.1 | |
| | SHARE OF AUDIENCE % | 13 | 13 * | | 15 * | | 14 * | | 12 * | 16 | 14 * | | 17 * | | | 17 | |
| | AVG. AUD. BY ¼ HR. % | 4.7 | 5.3 | 5.5 | 5.7 | 5.7 | 5.6 | 4.8 | 5.1 | 6.0 | 6.3 | 7.2 | 7.8 | | | 9.3 | 8.8 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 36.6 | 37.3 | 36.9 | 36.5 | 36.8 | 38.5 | 38.8 | 40.6 | 42.6 | 44.2 | 44.5 | 47.2 | 50.1 | 51.8 | 52.7 | 54.0 |
| | WK. 2 | 38.2 | 38.4 | 38.7 | 39.7 | 41.0 | 41.4 | 42.6 | 43.7 | 44.8 | 45.7 | 46.9 | 48.8 | 51.6 | 53.5 | 55.0 | 57.0 |

U.S. TV Households: 81,500,000

(1)NBA ON CBS,LOS ANGELES VS PHILADELPHIA,CBS,(1:00-3:24PM)

For explanation of symbols, See page A.

DAY SUN. MAR.7, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-MON(SUS) | 2 | 10.04-10.05PM | 10.00 | | | | | | | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-TUE(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| CBS GRAMMY AWARDS(S) | 1 | 9.00-11.25PM | →GRID | 26,810 | 32.9 | 14,750 | 18.1 | 29 | | | | | | | | | |
| | | | 11.00 | | | | | | 15.3 | | | | | | | | |
| | | | 11.15 | | | | 14.6* | 29* | 13.5 | | | | | | | | |
| NBC NBC NEWS UPDATE-2-WED(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS SPECIAL(SUS) | 1 | 7.09- 7.16PM | 7.00 | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-THU(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-FRI(SUS) | 2 | 9.51- 9.52PM | 9.45 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | 1 | 8.58- 8.59PM | 8.45 | 12,310 | 15.1 | 12,310 | 15.1 | 25 | 15.1 | | | | | | | | |
| | 2 | 8.54- 8.56PM | 8.45 | | | | | | | | 16,710 | 20.5 | 16,220 | 19.9 | 31 | 19.9 | |
| ABC ABC NEWSBRIEF-SAT. | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 17,850 | 21.9 | 17,850 | 21.9 | 35 | 21.9 | |
| | 1 | 10.09-10.10PM | 10.00 | 20,620 | 25.3 | 20,620 | 25.3 | 44 | 25.3 | | | | | | | | |
| CBS CBS NEWS SPEC. RPT-7.11P(SUS) | 1 | 7.11- 7.13PM | 7.00 | | | | | | | | | | | | | | |
| CBS NEWSBREAK-SAT. | 1 | 8.58- 8.59PM | 8.45 | 10,600 | 13.0 | 10,600 | 13.0 | 22 | 13.0 | | | | | | | | |
| | 2 | 8.57- 8.59PM | 8.45 | | | | | | | | 10,190 | 12.5 | 9,700 | 11.9 | 19 | 11.9 | |
| NBC NBC NEWS UPDATE-SAT. | 1 | 8.58- 8.59PM | 8.45 | 11,410 | 14.0 | 11,410 | 14.0 | 23 | 14.0 | | | | | | | | |
| | 2 | 9.00- 9.01PM | 9.00 | | | | | | | | 9,540 | 11.7 | 9,540 | 11.7 | 19 | 11.7 | |
| NBC NBC NEWS UPDATE-2-SAT(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-SAT. | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 9,130 | 11.2 | 9,130 | 11.2 | 18 | 11.2 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | 1 | 8.29- 8.31PM | 8.15 | 12,710 | 15.6 | 12,390 | 15.2 | 23 | 15.4 | | | | | | | | |
| | 2 | 8.30- 8.31PM | 8.30 | | | | | | 15.1 | | 14,340 | 17.6 | 14,340 | 17.6 | 26 | 17.6 | |
| ABC ABC SUNDAY NIGHT MOVIE | 1 | 9.00-11.41PM | →GRID | 25,590 | 31.4 | 14,750 | 18.1 | 30 | | | | | | | | | |
| | | | 11.30 | | | | | | 15.9 | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 10.01-10.02PM | 10.00 | 14,260 | 17.5 | 14,260 | 17.5 | 27 | 17.5 | | | | | | | | |
| | 2 | 10.00-10.02PM | 10.00 | | | | | | | | 18,500 | 22.7 | 18,260 | 22.4 | 34 | 22.4 | |
| CBS NEWSBREAK-SUN. | | 8.58- 8.59PM | 8.45 | 15,650 | 19.2 | 15,650 | 19.2 | 28 | 19.2 | | 15,730 | 19.3 | 15,730 | 19.3 | 28 | 19.3 | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.54- 8.55PM | 8.45 | 13,690 | 16.8 | 13,690 | 16.8 | 25 | 16.8 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 9,940 | 12.2 | 9,940 | 12.2 | 18 | 12.2 | |
| NBC NBC NEWS UPDATE-2-SUN(SUS) | 2 | 9.48- 9.49PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-SUN. | 1 | 9.58- 9.59PM | 9.45 | 17,280 | 21.2 | 17,280 | 21.2 | 31 | 21.2 | | | | | | | | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | | 9.45 | 14,180 | 17.4 | 13,200 | 16.2 | 25 | 17.2 | M-F | 14,430 | 17.7 | 14,430 | 17.7 | 27 | 17.7 | M-F |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE | 1 | 11.30-12.00MD | 11.30 | 7,090 | 8.7 | 5,620 | 6.9 | 19 | 7.8 | M-F | | | | | | | |
| | 2 | > | 11.30 | | | | | | | | 7,500 | 9.2 | 6,030 | 7.4 | 21 | 8.4 | M-F |
| | | | 11.45 | | | | | | 6.1 | M-F | | | | | | 6.4 | M-F |
| | | | 12.00 | | | | | | | | | | | | | 5.5 | MON. |
| ABC ABC MOVIE OF THE WEEK | 1 | 12.00- 1.11AM | 12.00 | 4,400 | 5.4 | 2,530 | 3.1 | 14 | 3.5 | MON. | | | | | | | |
| | 2 | 12.04- 1.15AM | 12.00 | | | | | | | | 3,830 | 4.7 | 2,610 | 3.2 | 15 | 3.2 | MON. |
| | | | 12.15 | | | | 3.4* | 13* | 3.3 | MON. | | | | 3.3* | 13* | 3.4 | MON. |
| | | | 12.30 | | | | | | 3.2 | MON. | | | | | | 3.3 | MON. |
| | | | 12.45 | | | | 3.0* | 15* | 2.7 | MON. | | | | 3.3* | 16* | 3.2 | MON. |
| | | | 1.00 | | | | | | 2.5 | MON. | | | | | | 2.7 | MON. |
| ABC FANTASY ISLAND-12.00 | | 12.00- 1.09AM | 12.00 | 4,400 | 5.4 | 3,260 | 4.0 | 18 | 4.1 | TUE. | 3,020 | 3.7 | 2,040 | 2.5 | 12 | 2.3 | TUE. |
| | | | 12.15 | | | | 4.1* | 16* | 4.2 | TUE. | | | | 2.3* | 10* | 2.2 | TUE. |
| | | | 12.30 | | | | | | 4.1 | TUE. | | | | | | 2.6 | TUE. |
| | | | 12.45 | | | | 4.0* | 20* | 3.9 | TUE. | | | | 2.7* | 15* | 2.7 | TUE. |
| | | | 1.00 | | | | | | 3.4 | TUE. | | | | | | 2.6 | TUE. |
| ABC FRIDAYS | | 12.00- 1.11AM | 12.00 | 6,930 | 8.5 | 4,320 | 5.3 | 19 | 6.2 | FRI. | 6,520 | 8.0 | 3,830 | 4.7 | 16 | 5.5 | FRI. |
| | | | 12.15 | | | | 5.9* | 19* | 5.6 | FRI. | | | | 5.3* | 16* | 5.0 | FRI. |
| | | | 12.30 | | | | | | 5.5 | FRI. | | | | | | 4.6 | FRI. |
| | | | 12.45 | | | | 5.1* | 20* | 4.8 | FRI. | | | | 4.3* | 16* | 4.0 | FRI. |
| | | | 1.00 | | | | | | 4.2 | FRI. | | | | | | 4.0 | FRI. |
| ABC LOVE BOAT-12.00 | 1 | 12.00- 1.09AM | 12.00 | 4,650 | 5.7 | 2,930 | 3.6 | 16 | 4.1 | WED. | | | | | | | |
| | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 3,750 | 4.6 | 2,530 | 3.1 | 14 | 3.8 | WED. |
| | | | 12.15 | | | | 3.9* | 14* | 3.7 | WED. | | | | 3.6* | 14* | 3.4 | WED. |
| | | | 12.30 | | | | | | 3.7 | WED. | | | | | | 2.9 | WED. |
| | | | 12.45 | | | | 3.5* | 17* | 3.3 | WED. | | | | 2.7* | 14* | 2.5 | WED. |
| | | | 1.00 | | | | | | 3.1 | WED. | | | | | | 2.4 | WED. |
| ABC VEGA$-12.00 | | 12.00- 1.09AM | 12.00 | 3,830 | 4.7 | 2,450 | 3.0 | 14 | 3.1 | THU. | 3,670 | 4.5 | 2,280 | 2.8 | 13 | 3.1 | THU. |
| | | | 12.15 | | | | 3.0* | 11* | 3.0 | THU. | | | | 2.9* | 11* | 2.7 | THU. |
| | | | 12.30 | | | | | | 3.3 | THU. | | | | | | 2.7 | THU. |
| | | | 12.45 | | | | 3.1* | 16* | 3.0 | THU. | | | | 2.7* | 14* | 2.8 | THU. |
| | | | 1.00 | | | | | | 2.5 | THU. | | | | | | 2.4 | THU. |
| ABC ABC MOVIE OF THE WEEK-2 | 1 | 1.11- 1.25AM | 1.00 | 1,870 | 2.3 | 1,870 | 2.3 | 16 | 2.3 | MON. | | | | | | | |
| | | | 1.15 | | | | | | 2.3 | MON. | | | | | | | |
| | 1 | 1.25- 2.10AM | (SUS) | | | | | | | | | | | | | | |
| ABC FRIDAYS-PART 2 | 1 | 1.11- 1.17AM | 1.00 | 3,420 | 4.2 | 3,260 | 4.0 | 18 | 4.0 | FRI. | | | | | | | |
| | 2 | 1.11- 1.22AM | 1.00 | | | | | | | | 3,100 | 3.8 | 3,100 | 3.8 | 18 | 3.9 | FRI. |
| | | | 1.15 | | | | | | 4.1 | FRI. | | | | | | 3.7 | FRI. |
| | 1 | 1.16- 1.29AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.22- 1.30AM | (SUS) | | | | | | | | | | | | | | |
| ABC ABC MOVIE OF THE WEEK 2(SUS) | 2 | 1.15- 2.16AM | 1.15 | | | | | | | | | | | | | | MON. |
| CBS NEWSBREAK-M-F | 1 | > | 8.45 | 13,610 | 16.7 | 13,280 | 16.3 | 24 | 16.5 | M-F | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 13,120 | 16.1 | 13,120 | 16.1 | 24 | 16.1 | M-F |
| CBS LATE MOVIE I | | > | 11.30 | 7,740 | 9.5 | 5,380 | 6.6 | 23 | 7.3 | M-F | 7,170 | 8.8 | 4,730 | 5.8 | 20 | 6.2 | M-F |
| | | | 11.45 | | | | 7.2* | 20* | 6.9 | M-F | | | | 6.2* | 18* | 6.2 | M-F |
| | | | 12.00 | | | | | | 6.8 | M-F | | | | | | 5.9 | M-F |
| | | | 12.15 | | | | 6.7* | 25* | 6.6 | M-F | | | | 5.7* | 21* | 5.5 | M-F |
| | | | 12.30 | | | | | | 5.9 | M-F | | | | | | 5.3 | M-F |
| | | | 12.45 | | | | 5.5* | 24* | 5.4 | M-F | | | | | | | |

CONT'D

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE I-CONT'D | | | 1.00 | | | | | | 4.6 | WED. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,560 | 5.6 | 3,670 | 4.5 | 27 | 4.6 | M-F | 4,400 | 5.4 | 3,670 | 4.5 | 26 | 4.9 | M-F |
| | | | 12.45 | | | | | | 4.7 | MTUTHF | | | | | | 4.7 | M-F |
| | | | 1.00 | | | | | | 4.5 | M-F | | | | | | 4.4 | M-F |
| | | | 1.15 | | | | 4.4* | 27* | 4.3 | M-F | | | | 4.3* | 27* | 4.1 | M-F |
| | | | 1.30 | | | | | | 4.0 | W & TH | | | | | | | |
| | | | 1.45 | | | | 4.5* | 36* | 4.5 | W & TH | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | 8.58- 8.59PM | 8.45 | 12,390 | 15.2 | 12,390 | 15.2 | 23 | 15.2 | M-F | 11,900 | 14.6 | 11,900 | 14.6 | 22 | 14.6 | M-F |
| NBC NBC NEWS UPDATE-2-M-F | 1 | > | 9.45 | 11,490 | 14.1 | 11,490 | 14.1 | 21 | 14.1 | MWF | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 11,410 | 14.0 | 11,410 | 14.0 | 22 | 14.0 | TU&TH |
| NBC TONIGHT SHOW | | 11.30-12.30AM | 11.30 | 10,110 | 12.4 | 6,280 | 7.7 | 24 | 9.2 | M-F | 9,860 | 12.1 | 6,030 | 7.4 | 24 | 9.1 | M-F |
| | | | 11.45 | | | | 8.7* | 24* | 8.2 | M-F | | | | 8.4* | 24* | 7.7 | M-F |
| | | | 12.00 | | | | | | 7.4 | M-F | | | | | | 7.1 | M-F |
| | | | 12.15 | | | | 6.6* | 24* | 6.0 | M-F | | | | 6.5* | 24* | 5.9 | M-F |
| NBC DAVID LETTERMAN I | | 12.30- 1.00AM | 12.30 | 3,180 | 3.9 | 2,690 | 3.3 | 17 | 3.6 | M-TH | 2,850 | 3.5 | 2,280 | 2.8 | 15 | 3.2 | M-TH |
| | | | 12.45 | | | | | | 3.0 | M-TH | | | | | | 2.4 | M-TH |
| NBC SCTV NETWORK | 1 | 12.30- 1.46AM | 12.30 | 5,050 | 6.2 | 2,930 | 3.6 | 16 | 4.7 | FRI. | | | | | | | |
| | 2 | 12.30- 1.51AM | 12.30 | | | | | | | | 4,890 | 6.0 | 2,770 | 3.4 | 16 | 4.7 | FRI. |
| | | | 12.45 | | | | 4.3* | 17* | 3.9 | FRI. | | | | 4.3* | 16* | 3.9 | FRI. |
| | | | 1.00 | | | | | | 3.5 | FRI. | | | | | | 3.5 | FRI. |
| | | | 1.15 | | | | 3.3* | 15* | 3.1 | FRI. | | | | 3.2* | 15* | 2.8 | FRI. |
| | | | 1.30 | | | | | | 2.8 | FRI. | | | | | | 2.7 | FRI. |
| | | | 1.45 | | | | | | 2.8 | FRI. | | | | 2.6* | 16* | 2.3 | FRI. |
| NBC DAVID LETTERMAN II | | > | 1.00 | 2,200 | 2.7 | 1,870 | 2.3 | 15 | 2.5 | M-TH | 1,790 | 2.2 | 1,550 | 1.9 | 13 | 2.0 | M-TH |
| | | | 1.15 | | | | | | 2.1 | M-TH | | | | | | 1.8 | M-TH |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPECIAL REPORT(SUS) | 1 | 12.30- 1.12PM | 12.30 | | | | | | | THU. | | | | | | | |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,170 | 8.8 | 6,850 | 8.4 | 28 | 8.4 | M-F | 6,600 | 8.1 | 6,360 | 7.8 | 28 | 7.8 | M-F |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC AFTERSCHOOL SPECIAL(S) | 2 | 4.30- 5.30PM | 4.30 | | | | | | | | 9,540 | 11.7 | 6,280 | 7.7 | 20 | 7.3 | WED. |
| | | | 4.45 | | | | | | | | | | | 7.3* | 21* | 7.4 | WED. |
| | | | 5.00 | | | | | | | | | | | | | 7.9 | WED. |
| | | | 5.15 | | | | | | | | | | | 8.0* | 20* | 8.1 | WED. |
| CBS SPRING SUNRISE SEMSTR-MWF(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | MON. | | | | | | | M-F |
| CBS SPRING SUNRISE SEMSTR-TTH(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| CBS CAPTAIN KANGAROO | | 6.30- 7.00AM | 6.30 | 490 | .6 | | << | | << | M-F | 730 | .9 | 490 | .6 | 6 | .5 | M-F |
| | | | 6.45 | | | | | | << | M-F | | | | | | .7 | M-F |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 5,620 | 6.9 | 5,460 | 6.7 | 27 | 6.7 | M-F | 5,460 | 6.7 | 5,300 | 6.5 | 27 | 6.5 | M-F |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 5,540 | 6.8 | 5,380 | 6.6 | 20 | 6.6 | M-F | 5,620 | 6.9 | 5,300 | 6.5 | 20 | 6.5 | M-F |



**FOR EXPLANATION OF SYMBOLS, SEE PAGE A.**

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CHILDREN MYSTERY THEATER(S) | 2 | 4.30- 5.30PM | 4.30 | | | | | | | | 6,440 | 7.9 | 3,830 | 4.7 | 13 | 3.9 | TUE. |
| | | | 4.45 | | | | | | | | | | | 3.9* | 11* | 3.9 | TUE. |
| | | | 5.00 | | | | | | | | | | | | | 5.4 | TUE. |
| | | | 5.15 | | | | | | | | | | | 5.5* | 14* | 5.5 | TUE. |
| NBC NBC SPECIAL TREAT(S) | 2 | 4.00- 5.00PM | 4.00 | | | | | | | | 7,580 | 9.3 | 5,220 | 6.4 | 17 | 5.6 | TUE. |
| | | | 4.15 | | | | | | | | | | | 5.8* | 17* | 5.9 | TUE. |
| | | | 4.30 | | | | | | | | | | | | | 6.8 | TUE. |
| | | | 4.45 | | | | | | | | | | | 6.9* | 18* | 7.1 | TUE. |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.30AM | 8.15 | 3,100 | 3.8 | 2,610 | 3.2 | 20 | 3.2 | | 4,320 | 5.3 | 3,910 | 4.8 | 28 | 4.8 | |
| ABC SCHOOLHOUSE ROCK-8.55AM | | 8.55- 8.59AM | 8.45 | 3,500 | 4.3 | 3,100 | 3.8 | 19 | 3.8 | | 3,830 | 4.7 | 3,590 | 4.4 | 20 | 4.4 | |
| ABC SCHOOLHOUSE ROCK-9.25AM | | 9.25- 9.29AM | 9.15 | 3,750 | 4.6 | 3,180 | 3.9 | 17 | 3.9 | | 4,160 | 5.1 | 3,420 | 4.2 | 17 | 4.2 | |
| ABC DEAR ALEX & ANNIE-10.56AM | | 10.56-10.59AM | 10.45 | 5,620 | 6.9 | 5,460 | 6.7 | 26 | 6.7 | | 5,220 | 6.4 | 5,050 | 6.2 | 22 | 6.2 | |
| ABC PRO BOWLERS TOUR | 1 | 3.30- 5.06PM | →GRID | 11,570 | 14.2 | 6,680 | 8.2 | 21 | | | | | | | | | |
| | | | 5.00 | | | | | | 8.8 | | | | | | | | |
| CBS SPRING SUNRISE SEMSTR-SAT(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,850 | 3.5 | 2,450 | 3.0 | 18 | 3.0 | | 3,500 | 4.3 | 2,930 | 3.6 | 20 | 3.6 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 3,420 | 4.2 | 3,100 | 3.8 | 19 | 3.8 | | 3,910 | 4.8 | 3,830 | 4.7 | 21 | 4.7 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 4,970 | 6.1 | 4,320 | 5.3 | 23 | 5.3 | | 5,050 | 6.2 | 4,480 | 5.5 | 22 | 5.5 | |
| CBS IN THE NEWS-9.56AM | | 9.56- 9.59AM | 9.45 | 6,030 | 7.4 | 5,950 | 7.3 | 31 | 7.3 | | 5,790 | 7.1 | 5,540 | 6.8 | 27 | 6.8 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 6,190 | 7.6 | 5,950 | 7.3 | 28 | 7.3 | | 7,250 | 8.9 | 6,680 | 8.2 | 29 | 8.2 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 6,440 | 7.9 | 6,110 | 7.5 | 28 | 7.5 | | 6,680 | 8.2 | 6,440 | 7.9 | 29 | 7.9 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 5,790 | 7.1 | 5,300 | 6.5 | 23 | 6.5 | | 5,790 | 7.1 | 5,220 | 6.4 | 23 | 6.4 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 3,830 | 4.7 | 3,590 | 4.4 | 15 | 4.4 | | 4,320 | 5.3 | 3,830 | 4.7 | 16 | 4.7 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 5,300 | 6.5 | 5,130 | 6.3 | 22 | 6.3 | | 5,050 | 6.2 | 4,810 | 5.9 | 19 | 5.9 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 4,320 | 5.3 | 3,910 | 4.8 | 15 | 4.8 | | 4,400 | 5.4 | 3,990 | 4.9 | 15 | 4.9 | |
| NBC BETCHA DON'T KNOW-8:28AM | | 8.28- 8.30AM | 8.15 | 5,050 | 6.2 | 4,730 | 5.8 | 37 | 5.8 | | 3,590 | 4.4 | 3,420 | 4.2 | 25 | 4.2 | |
| NBC BETCHA DON'T KNOW-9:28AM | | 9.28- 9.30AM | 9.15 | 7,660 | 9.4 | 7,170 | 8.8 | 39 | 8.8 | | 8,480 | 10.4 | 8,150 | 10.0 | 40 | 10.0 | |
| NBC BETCHA DON'T KNOW-10:28AM | | 10.28-10.30AM | 10.15 | 4,160 | 5.1 | 3,910 | 4.8 | 19 | 4.8 | | 4,730 | 5.8 | 4,480 | 5.5 | 20 | 5.5 | |
| NBC BETCHA DON'T KNOW-11:58AM | | 11.58-12.00NN | 11.45 | 3,100 | 3.8 | 2,930 | 3.6 | 13 | 3.6 | | 3,830 | 4.7 | 3,420 | 4.2 | 15 | 4.2 | |
| NBC BETCHA DON'T KNOW-12:28PM | | 12.28-12.30PM | 12.15 | 4,160 | 5.1 | 3,990 | 4.9 | 17 | 4.9 | | 4,240 | 5.2 | 3,990 | 4.9 | 17 | 4.9 | |
| NBC NCAA BASKETBALL-REG'L | 1 | 1.00- 3.05PM | →GRID | 8,070 | 9.9 | 3,670 | 4.5 | 14 | | | | | | | | | |
| | 2 | 3.00- 5.07PM | →GRID | | | | | | | | 10,840 | 13.3 | 5,220 | 6.4 | 17 | | |
| | | | 3.00 | | | | | | 1.8 | | | | | | | | |
| | | | 3.15 | | | | | | .9 | | | | | | | | |
| | | | 3.30 | | | | | | << | | | | | | | | |
| | | | 5.00 | | | | | | | | | | | | | 4.3 | |
| | | | 5.15 | | | | | | | | | | | | | 1.2 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 1 | 10.30-11.04AM | →GRID | 2,200 | 2.7 | 1,710 | 2.1 | 8 | | | | | | | | | |
| | 2 | 10.30-11.05AM | →GRID | | | | | | | | 2,930 | 3.6 | 2,450 | 3.0 | 11 | | |

CONT'D



**FOR EXPLANATION OF SYMBOLS, SEE PAGE A.** ***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I-CONT'D | | | 11.00 | | | | | | 2.3 | | | | | | | 3.1 | |
| ABC DEAR ALEX & ANNIE-11.25AM | | 11.25-11.29AM | 11.15 | 2,690 | 3.3 | 2,360 | 2.9 | 11 | 2.9 | | 3,020 | 3.7 | 2,690 | 3.3 | 12 | 3.3 | |
| CBS IN THE NEWS-8.26AM-SUN(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| CBS IN THE NEWS-8.56AM-SUN(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | | | |
| CBS NBA ON CBS | 1 | 12.00- 2.36PM | →GRID | 11,570 | 14.2 | 5,380 | 6.6 | 21 | | | | | | | | | |
| | 2 | 1.00- 3.24PM | →GRID | | | | | | | | 10,190 | 12.5 | 4,080 | 5.0 | 13 | | |
| | | | 2.30 | | | | | | 6.9 | | | | | | | | |
| | | | 3.15 | | | | | | | | | | | 6.8* | 18* | 7.0 | |
| CBS CBS NCAA BASKETBALL-SUN. | 1 | 2.36- 4.32PM | →GRID | 9,540 | 11.7 | 4,080 | 5.0 | 14 | | | | | | | | | |
| | 2 | 3.24- 5.21PM | →GRID | | | | | | | | 10,680 | 13.1 | 5,130 | 6.3 | 16 | | |
| | | | 4.30 | | | | | | 5.4 | | | | | | | | |
| | | | 5.15 | | | | | | | | | | | 6.7* | 16* | 7.0 | |